Markets nobody else knew were there made Mustang and Thunderbird a success.

Help wanted:

Does the growing youth market offer a new potential?

**Situation:**

By 1972, 66% of the U.S. population will be under the age of 25. If there is a new market with substantial potential, should we base our product concept on economy or performance characteristics?

**Consideration:**

The youth market poses some interesting opportunities. For example, in 1967 more young people work toward advanced college degrees than did the youth market of 10 years ago. That would seem to indicate a need for a new car based on economies of purchase and operation. But, market efficiency and the increasing number of multiple car households could indicate that a new vehicle should be developed around high style and high performance. Need the facts and your analysis of this assignment for a meeting with management next month. Thanks.

Want to work on a challenging assignment like this? A new market manager at Ford Motor Company does. Today his job may involve probing for new markets. Tomorrow it might be discovering a new basis for segmented marketing.

To help solve problems like these, our people have a giant network of computer centers and complete research facilities. The funds they need to do the job right. If you have better ideas to contribute, you're looking for challenging assignments and the rewards that come from solving them, come work for the Better Idea company. See our representative when he visits your campus. Or send a resume to Ford Motor Company, College Recruiting Department, The American Road, Dearborn, Michigan 48121. An equal opportunity employer.