

President, Local 387, UAW

From: "Andrew T. Linko" <linknet2@comcast.net>
To: "Andrew T. Linko" <linknet2@comcast.net>
Sent: Tuesday, April 03, 2007 9:52 PM
Subject: Toyota commercial info

Thought you might want to know this. It might help to sell more vehicles.

BTW.....attended the Minneapolis Auto Show kick off breakfast on March 8. Two of our Sandy trainers did a nice job explaining the Tundra ads. I would guess all of you have seen the stupid ad where the Tundra pulls a trailer up a steep grade (a 'see-saw'), and then barrels down hill and locks the brakes up just before the end of the ramp. Seen it? Yeah you have.

Couple things to keep in mind. The V.O. at the beginning of the spot says...."It's tough pushing 10,000 lbs up a steep grade". Myth: Toyota would like the audience to believe the trailer is 10,000 lbs. Fact: It's a 5,000 lb truck pulling a 5,000 lb trailer. A little slight of hand? You bet.

Then, on the way down the grade, the camera zooms in on the brakes as the vehicles comes to a screeching halt just prior to the end of ramp. Next time you see the ad....look for the 'mice type'. It indicates the trailer is equipped with electric brakes. Fact....the electric brakes stop the trailer -- not the truck. A little slight of hand? You bet.

And why does Toyota have bigger brake pads? They need them....their truck is heavier. Stopping distance between our truck and theirs is virtually identical. And why does Toyota have a 6 speed transmission? To improve their fuel economy....which is still 2 mpg less than ours.

And don't forget....their big V8 has one axle ratio -- a 4.3. Suck fuel much? Our trucks offer several axle options to optimize towing and fuel economy. Bottom line: **OUR TRUCK IS BETTER!** Spread the word.....we can all make a difference.

BUY FORD

No virus found in this incoming message.

Checked by AVG Free Edition.

Version: 7.5.446 / Virus Database: 268.18.25/744 - Release Date: 4/3/2007 5:32 AM

4/4/2007