

WHEELS

Harley-Davidson F-150 pickup comes with motorcycle's signature growl

New truck is first product developed under five-year alliance announced in March

The limited edition 2000 Harley-Davidson F-150 pickup truck — complete with throaty growl, muscular ground-hugging stance and special badging — will be built at Ford of Canada's Ontario Truck Plant.

The truck was unveiled recently at South Dakota's 1999 premier annual motorcycle event, the Sturgis Rally & Races. Annual production and price are to be announced later.

This all-black truck, with distinctive Harley-Davidson orange pinstriping and chrome accessories, is a restyled and customized version of the Ford F-150, Canada's best-selling nameplate.

"The decision to build this unique, exciting new product here is recognition by Ford of our build quality and the skill level of Ontario Truck Plant workers," said Charles Shortridge, OTP manager.

"We already manufacture the SVT F-150 Lightning pickup, which has created a lot of excitement among truck enthusiasts across North America."

The new production will be integrated into existing operations, with no anticipated employment increases required. The Ontario Truck Plant employs 1,230 hourly and 110 salaried employees and produces 54 F-Series trucks each hour.

The new truck is the first product developed under a five-year strategic alliance announced in March by Ford Motor Company and Harley-Davidson Motor Company.

The alliance brings together two of the best-known and

admired companies in the world, both of whose customers will now have a distinctive vehicle that makes a statement about their individuality.

"Ford's F-series pickups have been the number one nameplate in Canada for an astounding 33 consecutive years," said Rob Marner, Ford of Canada's truck division advertising manager. "This truck melds the 'built-Ford-tough' durability of the F-150 with the almost mythic popularity and appeal of the Harley-Davidson brand name."

"Both companies produce exciting vehicles with both power and presence. This is truly a marriage of powerhouse brands."

Cathy Goodale-Brown, a Ford employee in Oakville, is particularly happy that the new Harley-Davidson F-150 will be built locally.

Not only is the F-150 her "ride of choice," she is also an enthusiastic Harley-Davidson owner and activities director of Toronto's Harley Owners Group, the largest chapter in Canada.

When the hourly Windstar plant employee heard the truck would be built next door to where she worked, she volunteered to help in any way she could.

The uniquely-styled Harley-Davidson F-150 embodies many of the visual cues that have made the motorcycle famous.

Its unique badging, dash ornament, accessory pouch with saddle-bag-like clasp on the centre console and unique spun metal instrument cluster melds the pickup's sleek toughness with the motorcycle's enduring muscularity and mystique.

Other interior features include ebony black leather captain's chairs with Harley-Davidson logo on the seat backs, chrome steering column stalks and door release hardware and black leather trim and steering wheel.

Outside, the vehicle is a black, monochromatic 4X2 SuperCab pickup with a flareside box topped by a hard shell tonneau cover.

Design engineers also wove in another Harley-Davidson signature — its throaty growl — by specially tuning the single inlet-dual outlet exhaust. It features an SVT Lightning-tuned muffler ending in dual chrome 3.5-inch slash cut exhaust tips.

It comes equipped with the 260-horsepower Triton V-8 engine, powering 20x9-inch, five-spoke cast aluminum wheels on P275/45R20 Goodyear Eagle tires, the first ever 20-inch wheels on a Ford production vehicle.

The Harley-Davidson F-150 is lowered one inch, with revised springs and sway bar, adding to the vehicle's brawny appearance.

Ford Motor Company in Dearborn, Michigan and Harley-Davidson in Milwaukee, Wisconsin already share some similar history: in 2003, both companies will celebrate their centennials — 100 years of rich heritage and memorable contributions to North American motoring.

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Rob Marner, advertising manager for Ford of Canada's truck division

Suzuki — built better than they need to be

Suzuki Canada is entering the 2000 model year with a new slogan concentrating on Suzuki builds quality.

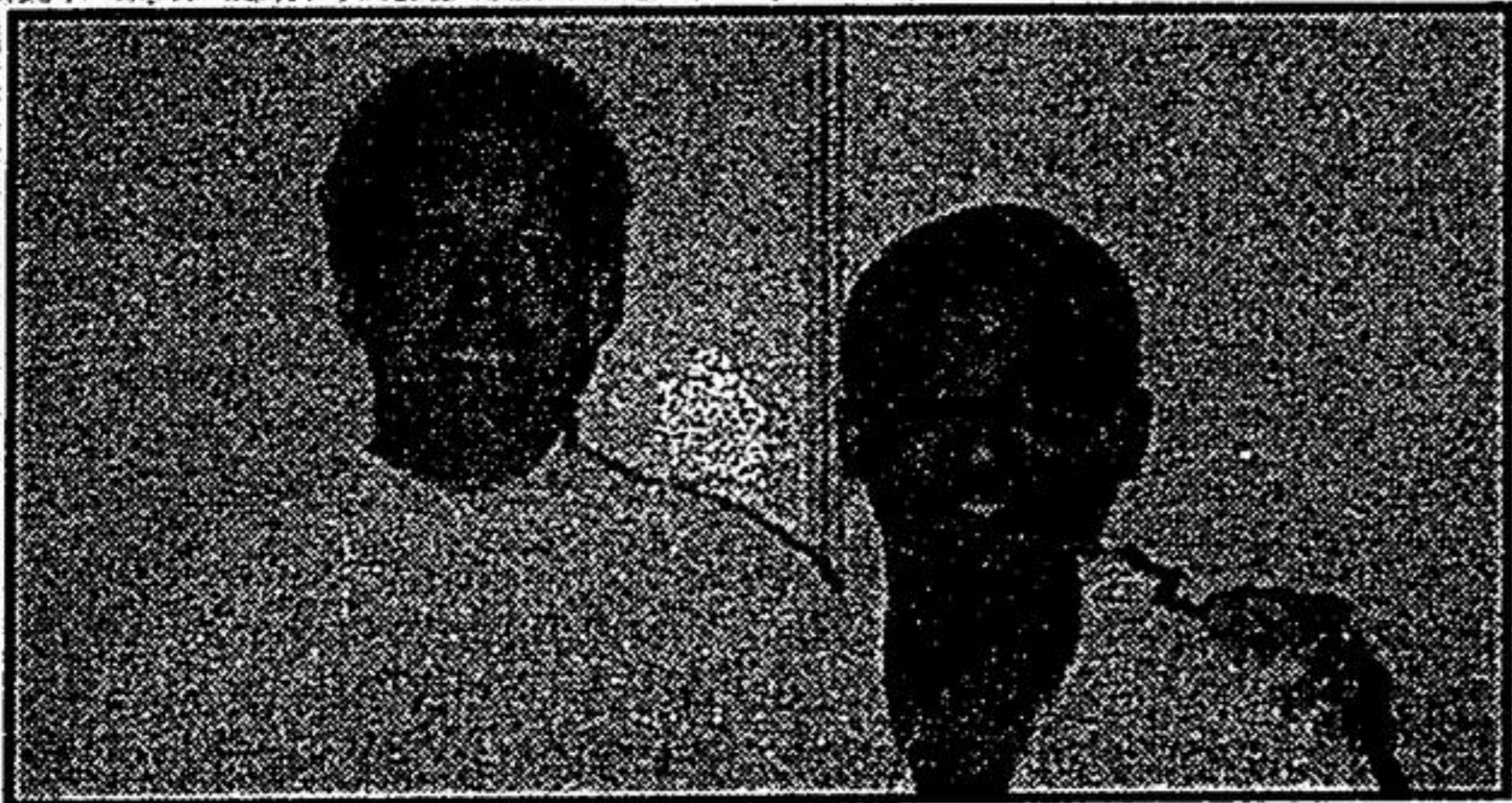
The slogan is — Suzuki. Engineered beyond belief.

With the arrivals of new Korean entries, who have adopted price-driven strategies, Suzuki plans to rise above their competition, by raising the brand Suzuki. Their goal is to make a connection with consumers solely based on the fact that Suzuki automobiles are built better than they need to be.

"We felt it was time to let people know just how great a Suzuki is, from our award winning Grand Vitara to our new 1.8 Litre Twin Cam Esteem Wagon," said Marcel Lambert, division manager, automotive. "By leveraging our engineering heritage and showcasing everything that goes into one of our vehicles — our competitive price becomes a great bonus."

See SUZUKI, page 31.

Markham MAACO Employee WINS TOP HONOURS ...



Randy Murphy, owner of MAACO Markham is pictured with Sritharan Poochy. Poochy was recently named a "MAACO Professional" and cited for exemplary work and attitude. Only 5 or 6 of more than 6000 employees at MAACO's 565 franchises earn the "MAACO Professional" designation each month.

Congratulations Poochy!

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