

# **FORD TO RICHARD SHELBY: SUCK. ON. THIS.**

Ford points out that the manufacturers in Richard Shelby's state all hopped on the SUV gravy train, too.

Throughout the 1990s and into this decade, we became increasingly dependent in the U.S. market on trucks and large SUVs, which were in heavy demand by consumers and generated large profits. Many of our competitors, both foreign and domestic, likewise followed market demand and added more truck and SUV products to their lineups.