

Title:

Racing's Heritage: Winning Both On And Off The Track

Word Count:

490

Summary:

The adage is probably as old as stock-car racing itself: Win on Sunday, Sell on Monday. But, i

Keywords:

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Article Body:

The adage is probably as old as stock-car racing itself: Win on Sunday, Sell on Monday. But, i

Ford, which for the first time in nearly four decades, has introduced an all-new model and gon

Fusion replaces Taurus as the Ford entry into NASCAR's Nextel Cup and Busch series, becoming t

"The great interest in NASCAR racing will help us tie the Fusion name to the Ford brand, and i

Racing has made good business sense for Ford, dating back more than a century, when company fo

"My great-grandfather understood the value of racing, and what it could do for a company," sai

The NASCAR Fusion replaces the venerable Taurus race car, which captured four NASCAR champions

The production Fusion aims to emulate Taurus' off-the-track success, too: It was the best-sell

Current Ford Racing driver Dale Jarrett, who won a NASCAR championship with the Taurus in 1999

"It's got a very nice driving and handling package, plus the inside is very roomy and the inte

Start Your Engines-Fusion, an all-new nameplate, debuts on the racetrack and in the showroom.

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