NATIONAL ASSOCIATION OF INVESTORS CORPORATION
BETTERINVESTING™
The Leader In Investment Education

StockSelectionGuide
The most widely used aid to good investment judgment.

Company: Ford Motor Co (F) **Sector:** Consumer Cyclical

Ford Motor Company is a producer of cars and trucks. Its business is divided into two sectors: Automotive and Financial Services.

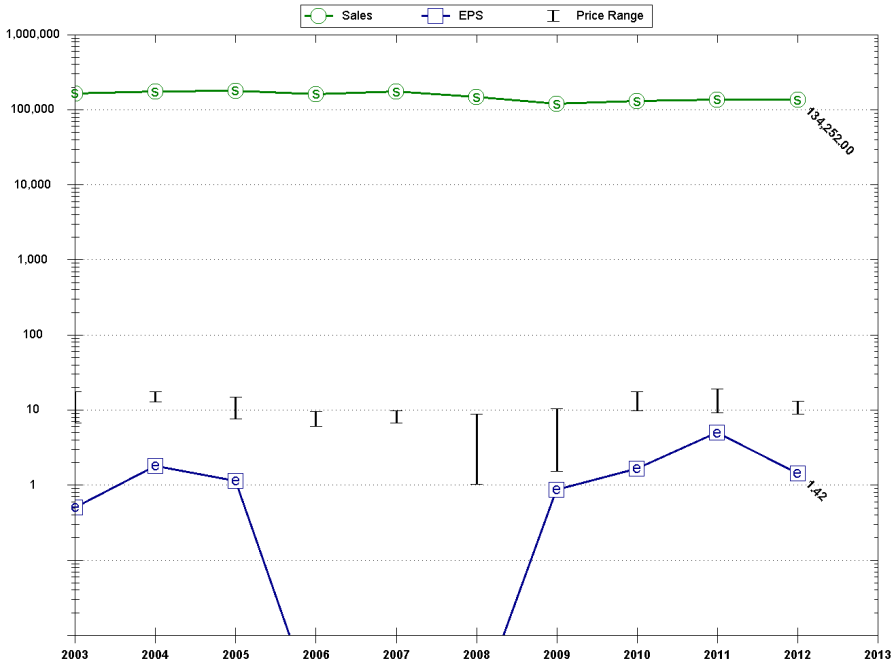
Knowledge Is the Key to Successful Investing

The core of the BetterInvesting system is this: Sales growth drives earnings growth, and earnings growth drives stock price.

Using the Stock Selection Guide (SSG), you'll forecast growth rates and determine the stock's potential high and low prices.

The SSG charts key data that helps you assess the quality and price of a particular stock.

Quality stocks will show sales (green line) and earnings (blue line) growing at a consistent, high rate. The vertical black bars record the corresponding stock price range for each year.



Use the Stock Selection Guide for 30 DAYS FREE!

JOIN NOW

10-Year Sales Growth: -3.6% 10-Year Earnings Growth: 1.6%

% Pre-Tax Profit on Sales

2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Last 5 Year Avg.
0.83%	2.83%	1.13%	-9.40%	-0.78%	-9.85%	2.56%	5.38%	6.35%	5.81%	2.05%

% Earned on Equity

2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	Last 5 Year Avg.
7.55%	20.53%	15.75%	366.33%	-52.49%	92.60%	-36.70%	-932.06%	124.92%	35.14%	-143.22%

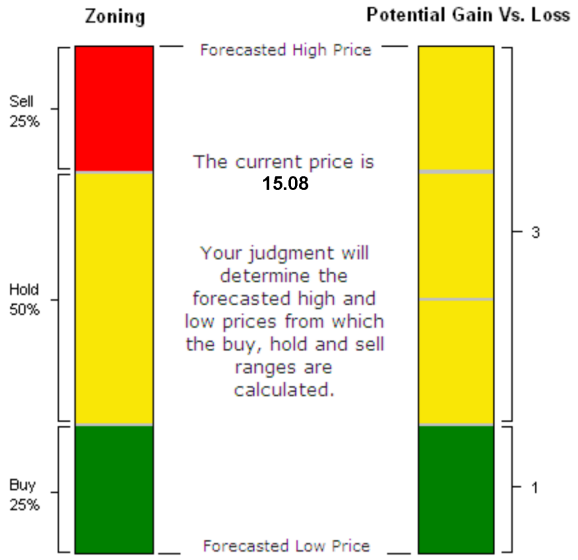
Achieve Long-Term Investing Success

The SSG helps identify high-quality, well-managed companies whose stocks are selling at reasonable prices. By investing in these companies for the long term, you increase your chances of investing success.

The SSG enables you to further rate a stock by studying the company's pre-tax profit on sales, and return on equity (above). Look for a stable or growing return.

The SSG will then show you whether the stock is reasonably priced (in the Buy zone) and whether it offers a suitable risk-reward ratio.

The SSG is part of an exclusive suite of wealth-building tools that help BetterInvesting members achieve long-term investing success.



Disclaimer: We've generated this report using an automated program just to show how the tool works. You'll need to apply your own judgments before making any investment decision.