

# CAR GAZING

2024 FORD MUSTANG

# Ford Creates All-new Mustang

PRESS RELEASE

**F**ord once again sounds a wake-up call for sports car lovers around the world with the introduction of the all-new Ford Mustang. The seventh generation is the most exhilarating and visceral yet, from its fighter jet-inspired digital cockpit to new advanced turbocharged and naturally aspirated engines to its edgier yet timeless exterior design.

“Investing in another generation of Mustang is a big statement at a time when many of our competitors are exiting the business of internal combustion vehicles,” said Jim Farley, CEO of Ford Motor Company. “Ford, however, is turbocharging its ICE growth plan, adding connected technology, opinionated derivatives, and hybrid options to our most profitable and popular cars – all in the Ford Blue family – on top of investing \$50 billion in electric vehicles through 2026.”

## A NEW CHAPTER

The new Mustang adds another chapter to an icon, delivering the looks, sound and appeal of the world’s best-selling sports coupe for seven years running\*. Whether convertible or coupe, V8 or turbocharged 4-cylinder, manual or automatic, Mustang has options at multiple price points and



Ford continues production of the legendary Mustang with an all-new model for 2024 that builds on its heritage.

performance levels.

## RETHOUGHT INTERIOR

Behind the chiseled exterior silhouette of the seventh-generation Mustang lies the most technologically advanced, driver-centric cockpit of any Mustang to date. The fighter jet-inspired cockpit offers the driver two flowing and curved displays that can be quickly customized to show information the driver wants or needs to see.

The car’s 12.4-inch digital instrument cluster can be customized to display different animated designs and new drive-mode dependent visuals. Based on the same Unreal Engine 3D creation tool used in modern video games, when choosing personalized drive mode settings, the car’s current setup is displayed on the center stack as real-time graphical renderings. Settings can be adjusted by simply swiping the graphic to rotate the car

virtually in a true gamified style.

## DESIGN

The seventh generation adds modern chiseled looks to its heritage-inspired design, which sets out to appeal to the broadest Mustang customer mindset yet.

Its low, horizontal brow across the front emphasizes overall frontal width, while the upper grille design shape is influenced by the

original 1960s design. The Tri-Bar LED headlamps continue the Mustang’s classic lighting signature. Its sleek roofline, broad sprinting stance and shortened rear overhang are also true to the authentic proportions of the first generation, while the widened rear haunches point to the power over the wheels in true Mustang style.

## ENGINES

The way Mustang looks,

## BY THE NUMBERS

**Base price:** \$30,920

**Wheelbase:** 107 in

**Length:** 189.4 in.

**Width:** 81.9 in.

**Height:** 55 in.

**Engine:** 2.7-liter EcoBoost V6, 315 hp, 350 lb.-ft. torque

**Transmission:** Ten-speed automatic

**Estimated mileage:** xx city, xx highway

drives and sounds is key to the experience that makes customers want to get in the driver’s seat and hit the road. The all-new Mustang delivers an even more exciting drive experience with new and advanced engine technologies.

It starts with Mustang GT, now powered by an advanced, 5.0-liter Coyote V8 engine.

Customers who desire Mustang’s fun-to-drive feeling with fuel efficiency benefits can opt for the EcoBoost model, powered by an all-new, four-cylinder turbocharged 2.3-liter powertrain.

On a twisty back road or a weekend track day, the driver can quickly adjust steering effort, engine response, and transmission and electronic stability control settings through six available Drive Modes.