

50



YEARS OF THE MUSTANG



An American Icon

Few cars in history have generated as much excitement, enthusiasm and interest as this one: the Ford Mustang.

Now, as this legendary pony car reaches its 50th anniversary, the full scope of its influence on America's automotive landscape is being felt and celebrated from coast to coast.

Many events are planned for 2014 by Mustang owners, enthusiasts, dealers and the Ford Motor Company itself, marking 50 years since the Mustang was first launched in 1964.

Why all the excitement? Because the Mustang has been a thrilling car for generations.

STARTING A REVOLUTION

Exotic cars have always been around. From the earliest days of the automobile, big engines, gorgeous styling and sporty performance were available to anyone with a big enough checkbook.

But the Mustang has never been an exotic car.

What was special about the Mustang in the beginning — and what continues to make it stand out today — is that it offers a level of style and performance that millions of people can actually afford.

It offers the thrill of a muscular sports car without the high price that sports cars once commanded, a revolutionary concept when the 'Stang was



first introduced in the 1960s.

It brought sports-car fun to the masses, whether through the affordable V6-powered base models or the rarer, V8-powered Shelby Mustang supercars that feel at home on the racetrack.

It redefined what automo-

tive fun meant in America.

A CONTINUING LEGACY

The Mustang is remarkable not just because it was a sales success. Millions of people have bought and loved their

Mustangs through the years.

But it's also an amazing car because it influenced the whole automotive world in a big way.

Countless cars, not only in America but also around the world, owe their success to the pioneering work of the

Mustang's engineers. They found a formula that made drivers fall in love with their affordable cars, helping to spawn the muscle-car revolution in the late 1960s and embracing ideas that continue to echo through sporty car designs today.

Who Was Behind It?

Lee Iacocca became a household name in the 1980s as Chrysler's very public CEO, turning the company around financially and personally pitching its cars on TV.

But before Iacocca was a corporate celebrity — and, indeed, part of the reason he was able to find so much success in his career — is that he is widely known as the father of the Ford Mustang.

EARLY LIFE

Born to Italian immigrants in Allentown, Pa., in 1924, Iacocca found a job with Ford by 1946 and quickly found success in the company's sales and marketing efforts.

By 1960, he was promoted to vice-president of Ford's car and truck groups, a role that would lead him to oversee the creation of a new car designed for younger buyers in the Baby Boom generation. That car would go on to become the Mustang.

While Iacocca championed the Mustang and was responsible for promoting and shepherding its initial development, the day-to-day design of it was overseen by a different man.

DONALD N. FREY

Donald Frey was born with engineering in his blood. His father was a metallurgist who designed the Model D tractor for John

Deere in the 1920s, so a career in engineering for Ford made perfect sense for the young Frey.

When developing the Mustang in a record amount of time — 18 months — Frey also implemented many ideas that cut production costs for the car and are still widely used in the car industry today.

By sharing most of its parts with other mass-produced Ford models, the Fairlane and Falcon, the cost of engineering and tooling new parts would be eliminated. It also shortened the learning curve for workers on the assembly line and the people who would repair the Mustang, since they were already familiar with its components.

Finally, the Mustang used a four-seater design instead of the two-seat layout like the Ford Thunderbird and many classic sports cars, making the Mustang practical enough to appeal to a much larger group of buyers.

By the time Iacocca, Frey and the rest of the Mustang team had finished designing it, they thought they had a popular car on their hands.

Little did they know just how popular it would turn out to be.



Lee Iacocca and Don Frey are pictured with an early Mustang. These two men were instrumental in the Ford Mustang development program in the early 1960s.

The First Mustang



When it first went on sale, the Ford Motor Company estimated just under 100,000 Mustangs would sell in the first year. But they were wrong.

It turns out the Mustang sold 418,000 copies in the first year alone, breaking all kinds of sales records and wildly surpassing everyone's expectations for the new car. That original 100,000 sales target was surpassed in just three months.

Why, exactly, was this particular car such a popular seller while other sporty American cars, like the Corvette and Thunderbird, never saw such widespread appeal?

FOR THE MASSES

The obvious answer is its price. With a suggested retail price of just \$2,368, virtually anyone could afford to buy it, whereas the more traditional, "purist" sports cars were far more expensive and less practical than the 'Stang.

The Mustang was about more than a low price, though. Lots of cars have come with low price tags through history, but few resonated with the public as much as this Ford did when it was introduced.

FRESH STYLE

Going on sale in the summer of 1964 — earning it a "1964 1/2" designation since it was unveiled in the middle of the year — the Mustang was an immediate hit with consumers because it offered so much style for the money.

At a time when the 1950s tail fins had grown out of style and boxy, square, slab-sided cars had become the norm, the Mustang looked like a lot more fun. It had a two-door layout, slop-

ing roofline and aggressive, muscular nose.

Many of those same styling cues would go on to set the look and tone for many of the muscle-cars to come as General Motors and Chrysler responded to the Mustang's surprise success.

FUN PERFORMANCE

While it might not sound impressive by today's standards, the Mustang was a

quick, enjoyable car to drive in 1964. Its base engine was a V6 that made 101 horsepower, but two V8 engines were where the real fun was at.

A 260-cubic-inch V8 made 164 horsepower, while a 289-cubic-inch V8 made 210 horses. And with a more nimble feel than most cars from the era, the new Mustang appealed to a huge number of drivers who wanted a sporty car.

It was the right car at the right time, and it would go on to change the world.

The King of Cobras

Almost from the moment it was introduced, racers began taking the Mustang to the track. From drag strips to road racing, and even serving as the pace car for the 1964 Indianapolis 500, the ‘Stang was the perfect platform to modify for speed.

And in all the Mustang’s long and glorious racing history, one name stands above the rest: Shelby.

A RACING ICON

As a racing driver, Carroll Shelby would have been known for an exceptional career even if that was all he accomplished.

He set 16 speed records in the U.S. and internationally, drove for the Maserati and Aston Martin factory teams, was Sports Illustrated’s driver of the year for two years and even competed at the pinnacle of motor racing in Formula One.

After Shelby ended his racing career because of health issues, though, he needed to find somewhere else to utilize his talents. And what he did changed the racing world — and the American car industry — for good.

FORD PARTNERSHIP

Shelby had a brilliant idea. He knew from his driving experience that lightweight, nimble British sports cars were quick around a race-track, but they could be even



Carroll Shelby stands with the 2007 Ford Shelby GT Mustang.

better with American-style V8 power.

He decided to combine the two, cramming a Ford small-block V8 into a lightweight sports-car body built by AC in Great Britain. It was the start of a relationship that would make Shelby world famous and influence the direction of the Mustang for Ford.

SHELBY MUSTANGS

Shelby continued to work

with Ford in the 1960s, helping with racing projects that would put Ford cars on the world stage.

And his involvement with the Mustang would create some of today’s most desirable collector cars: Shelby Mustangs.

Shelby used the same basic formula that made his AC Cobra successful in the first Mustang he modified, which became known as the GT350, or Mustang Cobra. With the ‘Stang’s lightweight body and

a gigantic V8 engine that was tuned to make 306 horsepower, the limited-production Cobra became legendary for its speed and excitement.

While the original Shelby Mustang Cobra was only built for five years, today its legacy lives on. It inspired countless other owners to modify their Mustangs for speed and, starting in 2007, the Shelby name returned to the Ford lineup.

Shelby died in May 2012, but his memory will remain

in the hearts of American car lovers forever.

Today you can buy a Shelby GT500 that carries on his dream of a quick, powerful monster of a car. It tops the Mustang lineup with a price around \$55,000, but it also offers more speed per dollar than just about any other car on the market.



Carroll Shelby played a major role in Ford’s successful racing programs of the 1960s. He is shown here at the 24 Hours of LeMans in France in 1965.

Rabid Fan Base



Thousands of Ford Mustang fans — and nearly 6,000 classic Mustangs — gathered at Charlotte Motor Speedway in North Carolina in 1999 to salute the 35th birthday of the American icon.

When you buy a Ford Mustang, you're not just buying a car. You're buying access to an exclusive club of car owners who are just as passionate about their Mustang as you are.

People who own Mustangs, whether new or old ones, tend to form communities together, both online and in person. Whether your interest is in modifying your Mustang, restoring it, racing it or just babying it as your "toy," there are plenty of other people who share your interest.

FAN CLUBS

The Ford Mustang has more

enthusiasts than any other car on the planet.

Its biggest fan club, the Mustang Club of America, was founded in Georgia in 1978, and it's grown to become one of the largest car clubs in the world.

Today it has many thousands of members and more than 170 local and regional groups, which means there is a local chapter in major cities

all across America.

Although the Mustang Club of America is centered around a car, it tries to encourage as much family involvement as possible. From car shows to local meetings and group drives, getting involved in a Mustang club offers camaraderie, advice and assistance for all kinds of Mustang owners.

CUSTOMIZING

Another great thing about the Mustang is that it's relatively easy to upgrade and customize for owners who have a bit of mechanical skill.

Aftermarket parts are plentiful for Mustangs of all ages. Whether you want to change the body styling, upgrade the power under the hood or customize the look of your interior, there are lots of people

and companies that can make the job easy for you.

The Mustang can also make a great start for building a race car if your hobbies include spending time on the track. From light, street-legal modifications to major changes designed for professional drivers, your ability to customize the Mustang is only limited to your skills and your budget.

Muscle Car Reborn

Despite its incredible popularity and sales numbers in the early years, the Mustang's history hasn't always been filled with success.

In fact, there was a time it nearly died off.

As the automotive market has shifted through the decades, Ford has experimented with changing the definition of what it means to drive a Mustang.

When it strayed from the original formula — power, style and affordability — is when the problems set in.

CHALLENGES

By the late 1960s, the Mustang actually had some competition, particularly from Chevrolet's Camaro.

It continued to evolve through the early 1970s, remaining a hot seller in the muscle-car era, until it confronted its biggest hurdle to date: the 1973 oil embargo.

The Mustang had built its early success on the availability of cheap gasoline. But as gas prices rose and reached a crisis in 1973, a heavy, fuel-hungry Mustang no longer made sense.

Ford responded to higher gas prices by introducing a smaller, more efficient Mustang called the Mustang II in 1973. Even though it was smaller than the 1972 Mustang, though, it was still heavier thanks to new emissions and safety equipment.

At the same time, new Japanese and European competitors started pouring into the U.S. market in the late 1970s and early 1980s, offering better gas mileage than the Pinto-based Mustang could achieve.

By the late 1980s, Ford had all but abandoned the original Mustang's formula. Engineers were working on a



A Ford Mustang GT from 1994 shows how the Mustang returned to its muscle-car roots.

front-wheel-drive replacement for the Mustang to be based on the Mazda MX-6, without a V8 as an option.

It would have been the end of the Mustang as it had always been known.

BACK TO ROOTS

Fortunately for Mustang purists, the Mazda-based design was never used as originally planned.

There was so much outrage over a V6 powered, Japanese-designed Mustang that the idea was scrapped, and the Mazda-based car became the

Ford Probe.

Instead, Ford decided to take a risk. It would redesign the Mustang for 1994 with the same attributes as the original car. It had an aggressive, all-American body that mimicked the original 'Stang. It had rear-wheel drive. And yes, it was still available with a V8 engine.

Ford had resurrected the original Mustang in a modern form, and it would go on to become a sales success once again. Today's Mustang remains popular in large part because of this return to its original roots.



President Clinton checks out a 1994 Ford Mustang.

GENERATIONS OF 'STANGS

The Ford Mustang has seen a lot of changes in its half-century of existence. Here's a look at each model's styling when it was introduced for a new generation.



GENERATION 1
1964-1973



GENERATION 2
1974-1978



GENERATION 3
1979-1993

GENERATIONS OF 'STANGS



GENERATION 4
1994-2004



GENERATION 5
2005-2014



GENERATION 6

Ford has unfurled its newest generation Mustang for 2015, marking an all-new chapter for this iconic American performance car.

The 2014 Mustang



When a car has been in production for half a century, you would expect to see lots of changes.

What's amazing about today's Mustang, though, is not just what's changed under the skin. It's what's stayed the same — the spirit of a great American car.

TECHNOLOGY

When the Mustang made its original debut back in 1964, the most powerful engine you could get from the factory made 210 horsepower.

The 2014 Mustang, in comparison, makes a whole lot more than that even with its base V6 engine. The base Mustang has a 305-horsepower V6 for 2014, while the V8-powered Mustang GT

makes an incredible 420 horsepower from its 5.0-liter engine.

Even the original Shelby Mustang Cobra — a classic car that can command a fortune in the collector-car market — made its reputation with 306 horsepower. Seeing how the base Mustang nearly matches that today is remarkable.

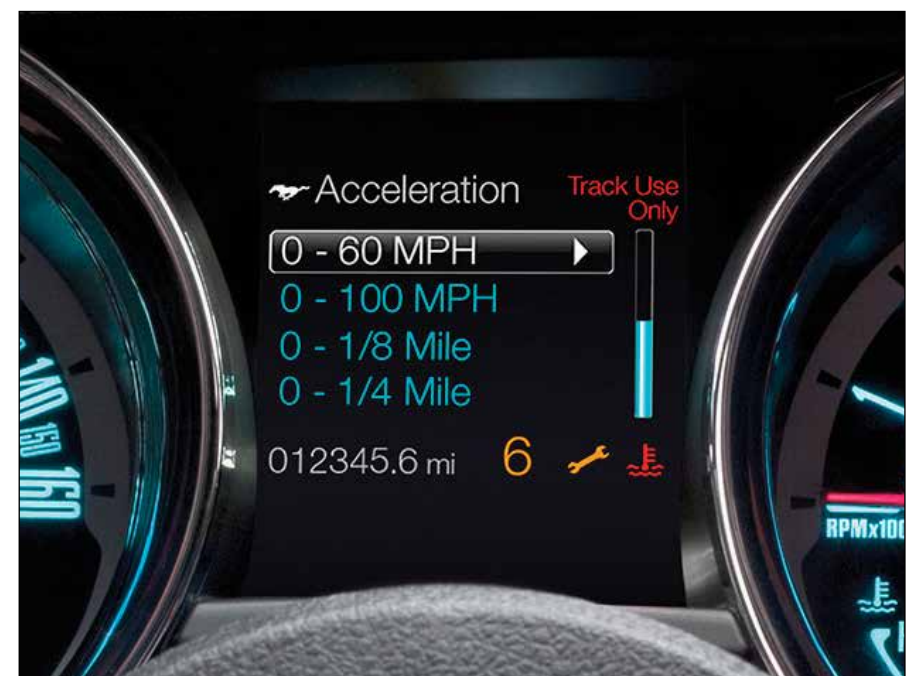
It's also using technology to stay true to its original performance mission. The 2014 Mustang, for example, is available with what Ford calls "Track Apps" that can measure G-forces, acceleration times and braking times on its 4.2-inch LCD screen.

STILL A MUSTANG

Even though it's dramatically different from the first Mustang, today's car still has the same sense of adventure and fun that made the 'Stang so popular in the first place.

You can feel it in the way it rumbles down the road, how it brakes and changes direction, and especially from how the engine feels when you press the gas pedal. Its throaty, all-American exhaust note is something unforgettable for generations of Mustang enthusiasts.

And it's a feeling that drivers will continue to enjoy for decades to come.



Industry-first technology on the Mustang allows drivers to monitor their own acceleration, G force and braking on the track with new 4.2-inch LCD screen showing Track Apps.

2015 Mustang Unveiled

ALL-NEW DESIGN PAYS TRIBUTE TO HERITAGE, MOVES TO NEW HEIGHTS

By Derek Price
Green Shoot Media

After 50 years and more than 9 million Mustangs sold, Ford faced one of the toughest questions in the automotive world: How do you redesign an icon?

To create an all-new version of the Mustang — perhaps America's most iconic and popular performance car — Ford's designers and engineers had to balance respect for the Mustang's heritage with changes that bring it into the modern age for 2015. The result is what you see here: a drastically different car that remains every inch a Mustang.

FOR A NEW WORLD

For better or worse, the previous generation Mustang is in many ways a relic from an earlier era. Its solid rear axle, heavyweight feel and muscle-car styling would have looked right at home in the 1960s.

The new generation Mustang changes that. While the look is still heavily influenced by the early Mustangs — a good thing, in my opinion — there are changes under the skin that make it a much more modern vehicle than its predecessor.

The Mustang's old-school rear suspension design has finally been dumped in favor



The Mustang's design is completely new for 2015, marking a fresh generation of this iconic American car.

of an integral-link independent rear suspension, which should greatly improve the ride and handling. It also gets some new electronic goodies such as adaptive cruise control and Ford's Blind Spot Information System with cross-traffic alert.

Its cabin also looks like a nice improvement over the previous design, making more

use of soft-touch materials, classy looking stitching and a prominent digital display that is neatly integrated with the dash layout.

As a whole, the changes to the Mustang make it a more up-to-date car without sacrificing the essence of what the 'Stang has always been: a fun, stylish car for the masses and enthusiasts alike.

like a sports car and slightly less like a muscle car. Its hood appears longer and lower, making it more evocative of the original Mustang that had a hint of European flair to its design.

Taken as an entire package, though, there's nothing European about it. It's a very in-your-face design, one that's classically American without being overly reliant on retro styling.

For a car that is turning 50 years old — making it one of the world's longest cars in continuous production — it looks like it has a whole lot of life and excitement yet to come.

DESIGN

Ford's designers seem to have gotten the balancing act right on the new Mustang's body. It's got a completely new look with a sleeker, slipperier, cleaner shape overall, but it's still instantly recognizable as a Mustang at first glance.

To my eyes, the new Mustang looks slightly more

ONLINE EXTRA



See more images of the new Mustang in our online video: <http://bit.ly/newmustang>

Fresh American Performance

NEW MUSTANG ENGINES, SUSPENSION COMBINE FOR EVEN MORE FUN

By **Derek Price**
Green Shoot Media

When the Ford Mustang was introduced in 1964, it immediately became the go-to car for people who wanted to go fast and have a good time.

While the all-new 2015 Mustang is clearly still about speed and smiles, it's going about that mission in a slightly different way. From the powerplant choices available under the hood to the way that power gets to the pavement, the new Mustang is in for some major performance changes when it hits the market in late 2014.

ENGINE LINEUP

The Mustang's base engine remains a 3.7-liter V6, which has proven to be a popular choice for its combination of power and fuel economy.

A 5.0-liter V8 will also continue to power the Mustang GT, but it gets a new valve-train and cylinder heads that bump the power output up to 420 horsepower, Ford says. Considering the new Mustang design is widely reported to be roughly 200 pounds lighter than the old one, the performance improvement should be noticeable in the new GT.

The biggest news under the Mustang's hood, though, is the addition of a turbocharged four-cylinder EcoBoost engine to the lineup. This 2.3-liter engine is estimated to produce



A three-engine lineup, including an EcoBoost turbocharged four-cylinder, adds to the 2015 Mustang's appeal.

305 horsepower while getting better gas mileage ratings than the V6.

Ford's EcoBoost engines have been well received in many of their other products, from the F-150 to the Focus, so offering the small but powerful turbo engine in the new Mustang is a logical step.

According to Ford, an updated manual gearbox will allow for smoother shifts, while the automatic transmis-

sion will offer paddle shifters mounted on the steering wheel, letting drivers shift when they want to and relax when they don't.

NEW SUSPENSION

Until now, the Mustang's rear suspension has been an anachronism, using a design that the vast majority of cars abandoned for different setups in the 1980s and '90s.

While virtually every other car has utilized independent rear suspensions that offer better ride and handling, the Mustang has long been a holdout with its solid rear axle. Drag racers loved the solid axle because of all the power it could reliably send to the pavement under heavy acceleration, but only a small percentage of Mustang buyers do serious racing. That means everyone else had to live with

the old-school design.

In the 2015 Mustang, though, that old-school rear suspension is being dumped in favor of an integral-link independent layout. That should give the car noticeably better ride and handling.

Ford says the new suspension's geometry, dampers and bushings have all been adjusted and designed specifically for the Mustang's high-performance needs.

Mustang Cabin Gets an Upgrade



HIGH-TECH FEATURES

If the new Mustang's look is retro, the functionality is just the opposite — contemporary and futuristic. Some of the features include:

- Intelligent Access with push-button start
- Microsoft Sync
- Ford MyKey
- Track Apps
- Shaker Pro audio
- Selectable drive modes
- Launch control
- Adaptive cruise control
- Blind Spot Information System
- Cross-traffic alert

— Derek Price

By Derek Price
Green Shoot Media

While the Ford Mustang has traditionally been a fun car to drive, its cabin hasn't always been its strongest point. Judging from the pictures and descriptions of the new 2015 Mustang, though, that could be changing.

Ford's designers started with a blank slate when creating the cabin for 2015, and the result looks like a major improvement over the previous generation 'Stang. Photos show more use of soft-touch materials with upscale-looking stitching on the dash,

plus a digital screen that looks more cleanly interwoven with the rest of the car's controls.

RETRO LOOK

Just like the outgoing Mustang, the

new version has an interior that is heavily influenced by 1960s styling.

With deep-set circular gauge pods, lots of chrome rings and a giant prancing horse on the steering wheel, the new Mustang doesn't directly copy the 1960s cars but is clearly evocative

of their feel.

If the build quality and materials are on par with Ford's other recently designed cars — particularly the Fusion — the Mustang could end up with one of the nicest interiors in its class.