

Mustang Heritage





An American Icon

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

As this legendary pony car surpassed its 10 millionth car produced in August 2018, the full scope of its influence on America's automotive landscape was felt and celebrated

from coast to coast.

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 automotive 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



Lee Iacocca and Don Frey with an early Mustang. The two were instrumental in the Ford Mustang development program in the early '60s.

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.



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, sloping 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 racetrack, but they could be even 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



Carroll Shelby stands with the 2007 Ford Shelby GT Mustang.

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 horsepow-

er, 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.



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 Mustang.

A Rabid Fan Base

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 modi-

fying 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



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

abandoned the original Mustang's formula. Engineers were working on a 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

2015 – Present

The sixth generation Mustang includes fully independent rear suspension on all models and an optional 2.3L EcoBoost turbocharged and direct injected four-cylinder engine. The first Mustang of the new generation was introduced as a 2015 model year pony car.

Today's 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 2018 Mustang, in comparison, features increased torque on the 2.3L EcoBoost® engine and an upgraded 5.0L V8 that revs higher than any Mustang GT before.

In fact, the 2018 Mustang GT has 460 horsepower and hits 60 miles per hour in less than

four seconds when equipped with the 10-speed auto and performance package.

It's also using technology to stay true to its original performance mission. The 2018 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.



Lean, Mean, Powerful

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

By **Derek Price**
Green Shoot Media

After more than 50-plus years, Ford continues to face 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 2018. 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, there are changes under the skin that make it a much more modern vehicle than its

predecessor.

The Ford design team lowered the hood and grille for a lean, more athletic look. Increased torque on the 2.3L EcoBoost engine drives wide-open throttle acceleration while improvements to the 6-speed manual lead to more torque.

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.

Inside the Mustang, a fully customizable platform allows you to save your favorite drive settings, including suspension, steering and exhaust

preferences. Ford designers also added a new “pulsing” start button that pulses red from the moment the door is unlocked until the engine starts.

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.

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 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 now more than 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.



Fresh American Performance

NEW MUSTANG ENGINES, SUSPENSION COMBINE FOR 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 fun.

While the all-new 2018 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, new Mustang designs have been undergoing some major performance upgrades.

MAJOR ENHANCEMENTS

Here are the most noticeable engine improvements, according to Ford:

- 2.3L EcoBoost® engine upgraded for optimal torque.
- 10-speed automatic with quick shift times and stronger low-speed tip-in response to help heighten performance.

• Shock absorbers and innovative stabilizer bars to improve responsiveness and ride control.

MORE HORSEPOWER, MORE TORQUE

The upgraded 5.0L V8 revs higher than any Mustang GT before, according to Ford. The manufacturer also made major improvements to the 6-speed manual to provide more torque.

The new 10-speed SelectShift® automatic transmission also plays a major role in improving all-around performance.

SPECIAL TOUCHES

Performance aside, special touches like the new rear redesign featuring LED taillamps make a big impact on the pony's appearance. The 2018 Mustang also features a new bumper, fascia, performance rear wing, and a new dual exhaust with rolled tips to complete a lean, mean look.

On the inside, you can choose a Carbon Sport Interior Package to cover your instrument panel and shift knob with carbon fiber. Other enhancements are also available to deliver a world-class driving experience.



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

Mustang Cabin Gets an Upgrade

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 new 2018 Mustang, that stereotype is a thing of the past.

Ford's designers started with a blank slate when creating the cabin for 2018, 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.

NEW TECHNOLOGY

The new 12-inch color LCD instrument cluster is the first all-digital display ever offered

on Mustang.

You now have more control than ever before over the entire display through the Pony button on the steering wheel. This customization feature allows any combination of up to three virtual gauges.

Here are some other highlights of this new dashboard technology:

- Exhaust Mode;
- TrackApps;
- Performance Shift Indicator;
- Launch Control; and
- And More.

Looking for even more custom control? The new Mustang's MyColor Mood lets you enhance the instrument cluster with 30 different color choices. With the ability to also choose your gauge cluster design — the options are endless.