MUSTANG

An American Classic



BY THE AUTO EDITORS OF CONSUMER GUIDE®

FOREWORD

It was one of Ford's best ideas: a simple, low-cost small car offering sporty style, a youthful driving spirit, and personal features to suit any taste and budget. Mustang was a huge success from day one, and it's still going strong more than 40 years later.

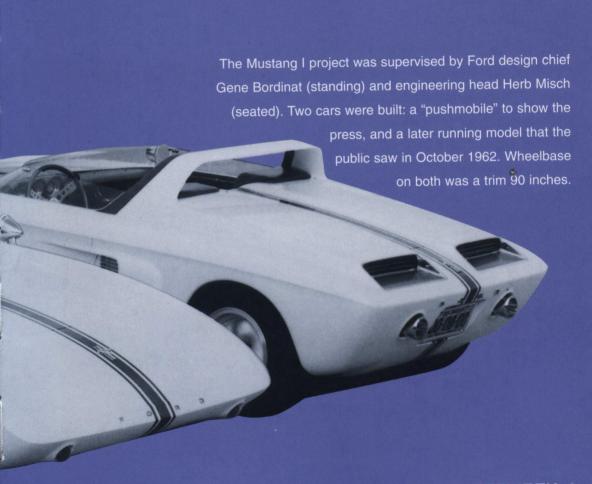
That's an amazing feat, especially considering how much things have changed since the mid 1960s. The secret? Mustang keeps changing with the times, but its timeless personality doesn't. Mustang has always been about fun and adventure. Always will be. No wonder it's outlived a herd of ponycar imitators—or that it's been so loved by so many for so long.

This book celebrates the iconic breed that keeps galloping into the future at full speed. Enjoy!



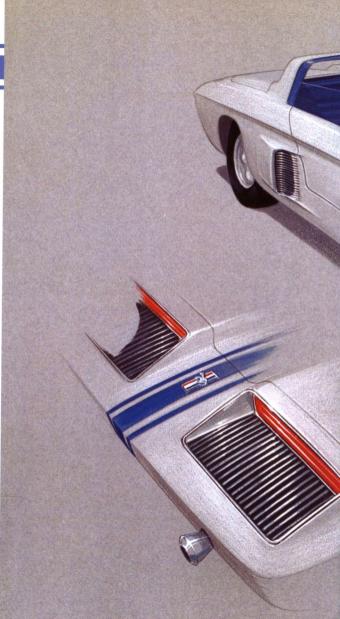


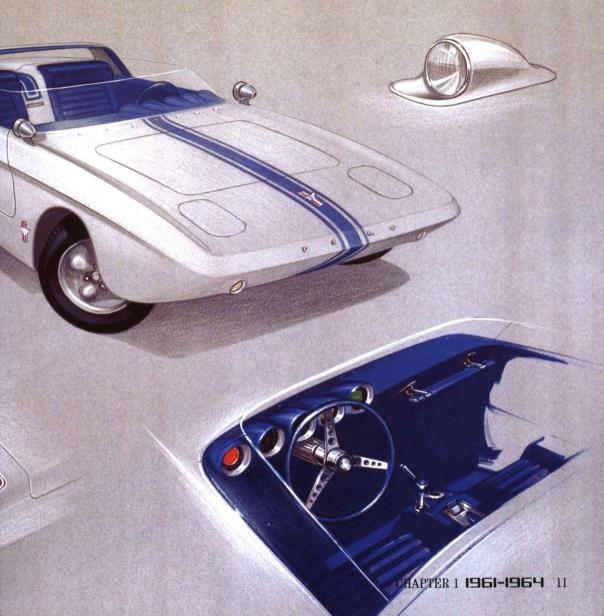


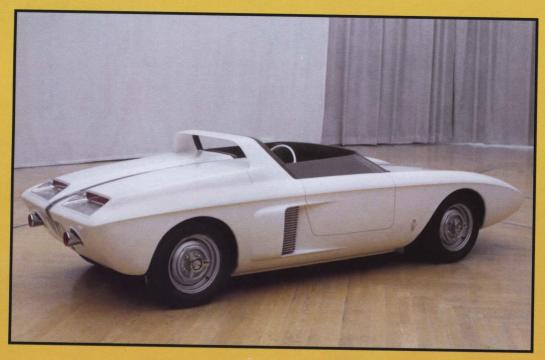


Designers love doodling sports cars, which is how the Mustang I happened.

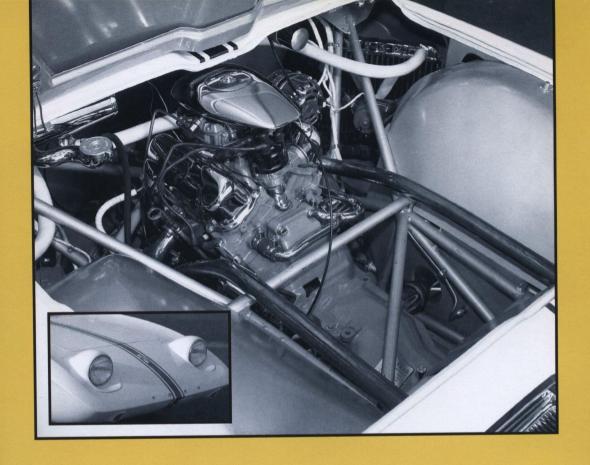
It was born in a styling studio headed by John Najjar, who rendered these views after his team built a full-size mockup. The later running model lived up to its racy looks by showing great handling, 10 second 0-60-mph scoot, and miserly fuel economy of up to 30 mpg. All this reflected a petite 1500-pound package with an efficient 90-horsepower V-4 engine behind the cockpit.







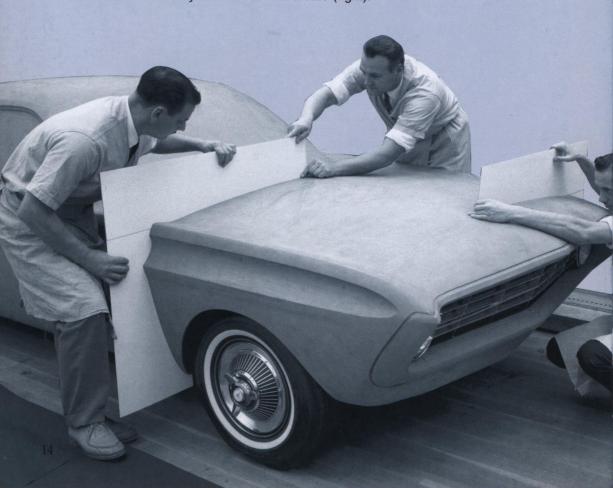


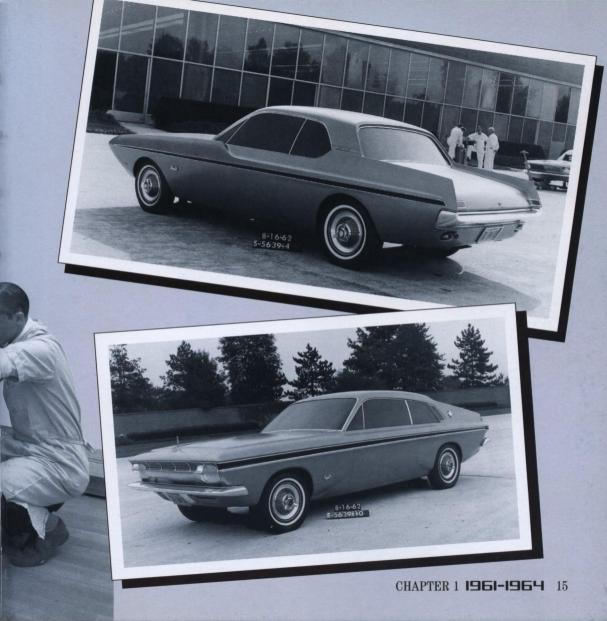


Ford Division chief Lee lacocca vetoed building the Mustang I for sale. He thought it was too complex and costly. lacocca was right, even though the engine and other components came from Ford parts bins.

lacocca saw Ford's new sporty car as a youthful, low-cost four-seat job. To get the looks he wanted, he staged a competition among three design teams.

Lincoln-Mercury Division sent two cars (right).







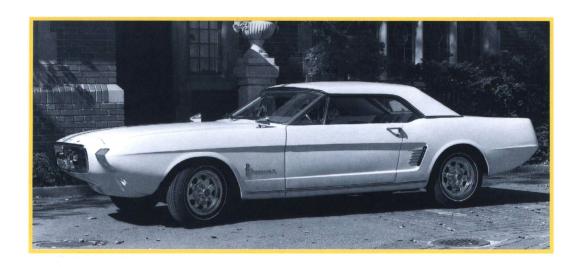




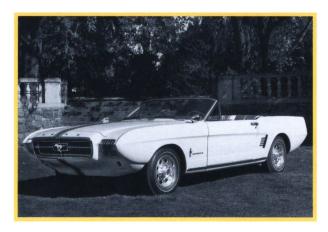


The Mustang styling contest produced hundreds of ideas.

Among the most original were a slew of "Allegros" by the Advanced Design group (far left and bottom). But the winner (left) came from the Ford Division studio headed by Joe Oros. "It was the only one that seemed to be moving," said Lee lacocca.



Ford suspected its new sporty car would be a sales hit. But just to test the waters one last time, it showed this stylized version, called Mustang II, in fall 1963. Enthusiastic public response convinced Lee lacocca and other Ford brass that they were on the right track.







Mustang styling went together quickly and was all but finished by October 1963 (above, above right). Even so, cars in some early publicity photos (below) had slightly different trim than regular production models.





Many of the first Mustang ads featured the mainstay hard-top coupe model and its low starting price of just \$2368—sensational for a car with such great style. It came with a 101-hp 6-cylinder engine. The sporty long-hood/short-deck stance is evident here.







A snazzy convertible bowed alongside the Mustang hardtop. Both were intro-

1965-1966

America had never seen a car like Mustang. It was the first American car to combine sports-car styling, low price, and V-8 power. Crowds stampeded some Ford showrooms to get a close look-and to buy. Few suspected that beneath the sporty styling lurked a chassis and powerteams adapted from Ford's humble Falcon compact, a key factor in Mustang's surprising affordability. M-258





Mustang was such big news in April 1964 that *Time* and *Newsweek* ran cover stories during the same week. Both cited Ford chief Lee Iacocca as Mustang's father. Another key player was product planner Donald N. Frey, who posed for a publicity photo (above) with Iaccoca, the new Mustang, and an earlier Ford megahit, the original 1960 Falcon compact.

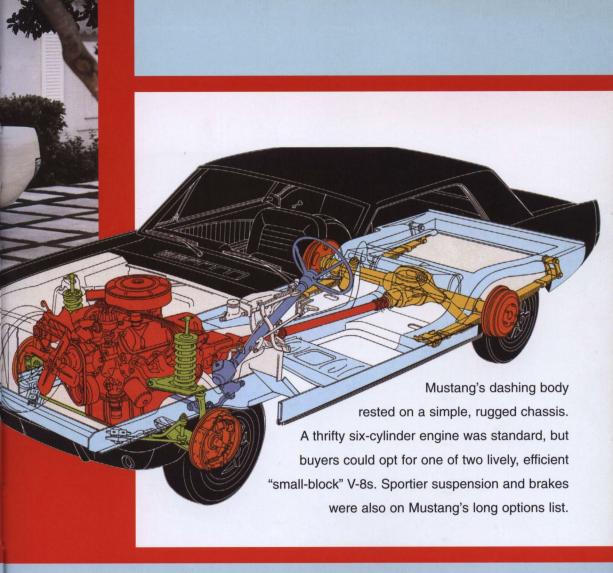




Unexpected Price! \$2368 fo.b. Detroit

This low price includes such a generous helping of basic equipment that many people will find nearly all they could ask for in the standard Mustang. Small wonder, because Mustang is so complete it includes many items which come on other cars only at extra cost or not at all.

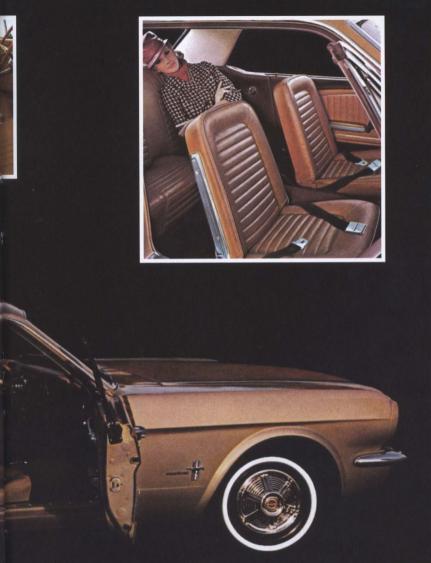
Room and comfort are basic in Mustang too. It comfortably seats four, or five when you include the children. Doors open extra wide. Front passenger seat-back folds *all the way down* for easy access to the rear. Trunk is surprisingly large, easy to load.



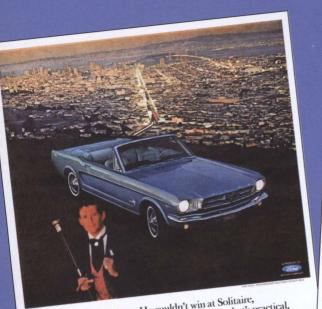








Even a basic Mustang was quite dressy. Full wheel covers and bucket-seat interior were standard. Options could make it downright luxurious. The sporty longhood/short-deck styling limited cargo room and rear-seat space, but few buyers seemed to mind.



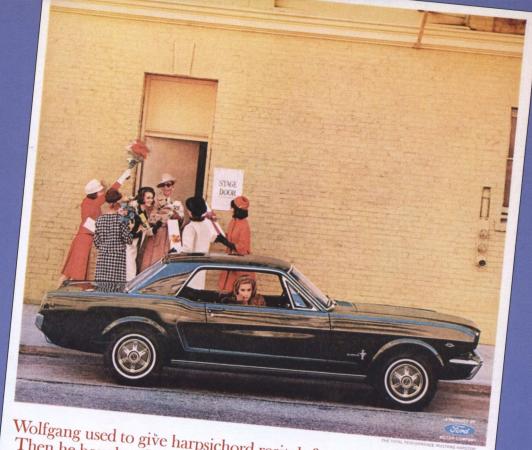
Bernard was a born loser. He couldn't win at Solitaire, even when he cheated. Enter Mustang-the car that's practical, sporty, luxurious. Your choice! Bernard chose the sporty options. Got a 289 cu. in.V-8. Four-on-the-floor. Tachometer and clock combo. Special handling package. Front disc brakes and did Bernie's luck change! Yesterday he won San Francisco in a faro game. And now he's got his eye on New York. Mustangers always win.





Desmond was afraid to let the cat out...until he got his Mustang. Mustang! A car to make weak men strong, strong men invincible. Mustang! Equipped with bucket seats, floor shift, vinyl interior, padded dash, full carpeting, more. Mustang! A challenge your imagination with options like front disc brakes, 4-on-the-floo big 289 cu. in.V-8, you name it. Desmond traded in his Persian kitten for an heiress named Olga. He had to. She followed him home. (It's inevitable...Mustangers have more fun.)

Buying a Mustang could change your life. Or so said a series of whimsical first-year ads. To Ford's delight, Mustang appealed to buyers of all ages, hip and square alike.



Wolfgang used to give harpsichord recitals for a few close friends. Then he bought a Mustang. Things looked livelier for Wolfgang, surrounded by bucket seats, vinyl interior, padded dash, wall-to-wall carpeting (all standard Mustang)...and a big V-8 option that produces some of the most powerful notes this side of Beethoven. The adulation of millions! Being a

Mustanger brought out the wolf in Wolfgang. What could it do for you?



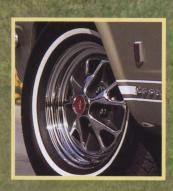


Mustang offered a racy GT option.

It featured bodyside stripes and grille-mounted driving lights. Top available engine was the 271-hp 289-cubic-inch V-8. Many buyers also ordered center shift console and "Rally-Pac" tachometer and clock.









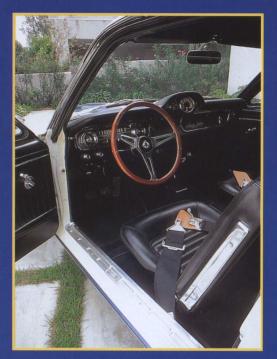






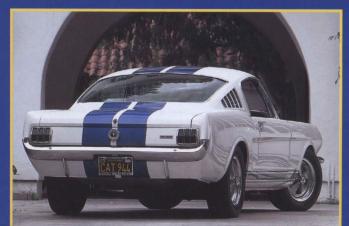


At Ford's request, Carroll Shelby of Cobra sports-car fame created a high-performance Mustang fastback. Called GT-350, it deleted the rear seat to save weight and included a 306-hp V-8.













Mustang was a natural for drag racing. It fast proved a quarter-mile star. Many of the 1965 contestants were much-modified fastbacks like these, sponsored by major Ford dealers. Their many wins helped to confirm Mustang as a true high-performance car.





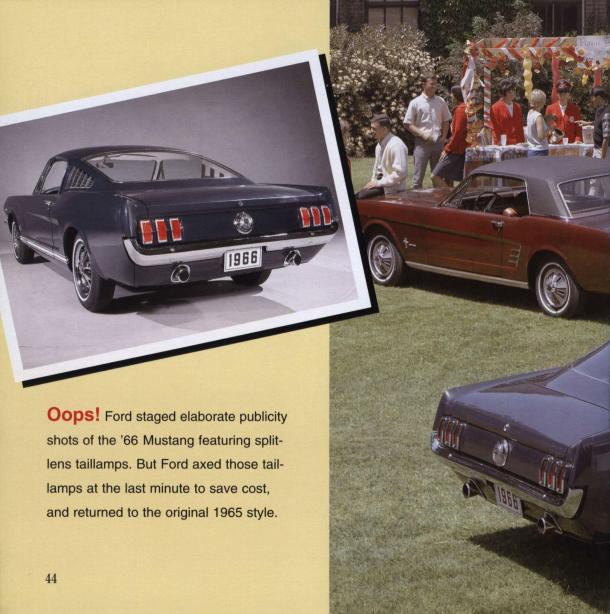


Ford's ponycar was a runaway success. Detroit

hadn't seen anything like it in years. Despite over half a million sales for 1965 and only minor changes for '66, Mustang galloped on, attracting another 608,000 happy buyers in its second model year.

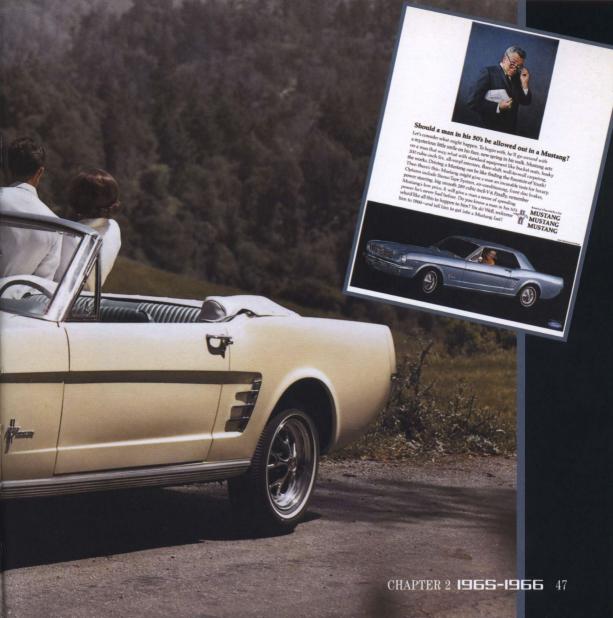


Mustang was barely a yearling in 1966, and Ford saw no need to tamper with its hugely successful formula. Even so, buyers benefited from little-changed prices and several standard-equipment upgrades, including a padded dash and extra gauges.

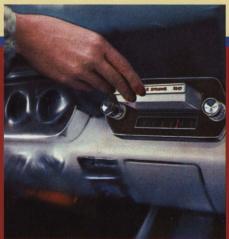


















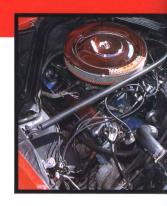




With the right options, Mustang could be an effective performer on road, track, or dragstrip. The 2+2 fast-

back was the racer's choice because of its superior high-speed aerodynamics.





















Want to rent a sports car?

Hertz let you do just that, thanks to Shelby's special GT-350H. Only 936 were built, all for the 1966 model year.

1967-1968

How do you follow a million-seller? Make it even better. Ford did just that with the 1967 Mustang, giving it fresh styling and room for brawny big-block V-8s. A good thing, too, as the ponycar now faced its first real competition in the form of the Chevrolet Camaro.



Mustang looked hotter than ever for 1967, thanks to a lower-body restyle imparting a huskier performance-car look. The update also slightly increased width. This improved handling and allowed offering bulkier big-block V-8 options, starting with a 320-hp 390 cubic-incher.



"Change it—but not too much!" That was Ford's challenge with the 1967 Mustang. Most everyone agreed the result was another winner.

Mustang was hardly out of the gate when Ford began work on the 1967 models. These full-size clay mockups from July 1964 are typical of the myriad ideas explored, though most all proposals envisioned a more muscular look. Note here the pumped-up body contours, enlarged tail panel, and smoother, wider rear roof pillars.



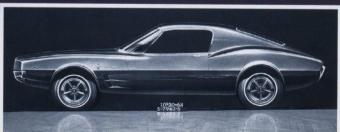








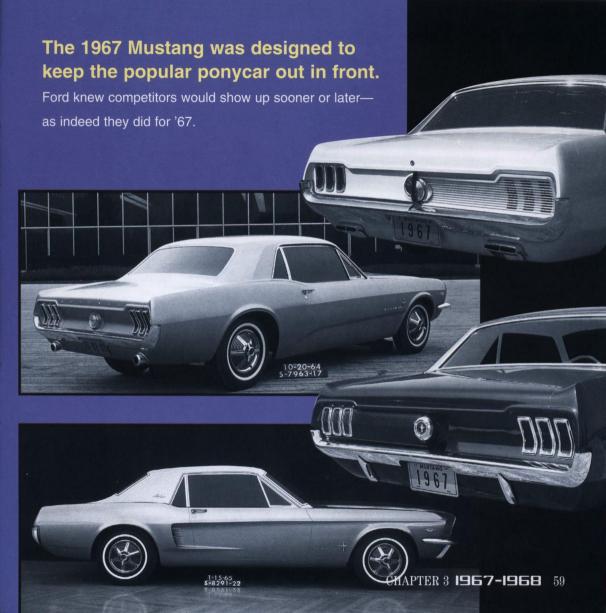
Despite their marching orders, Mustang designers let their imaginations run free in the early phases of the '67 effort. They paid particular attention to the fastback, as these workouts suggest. No styling element seemed sacred. No idea too radical. The main goal was to make the sporty compact look bigger and more grown-up.













Ford made fast work of 1967 Mustang styling, which was nearly finished by early 1965.







The hardtop remained Mustang's sales mainstay for 1967. It found 356,271 buyers that year. Overall sales dropped 25 percent, however, due to new Chrysler and General Motors competition.



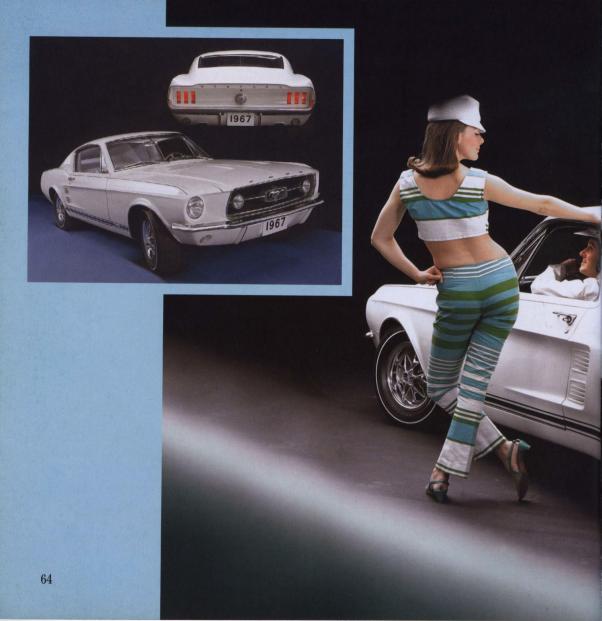
Mustang may have faced imitators for '67, but it outsold them all. More power and new options played a part in that. So did the sharp new looks and many worthwhile underskin improvements.

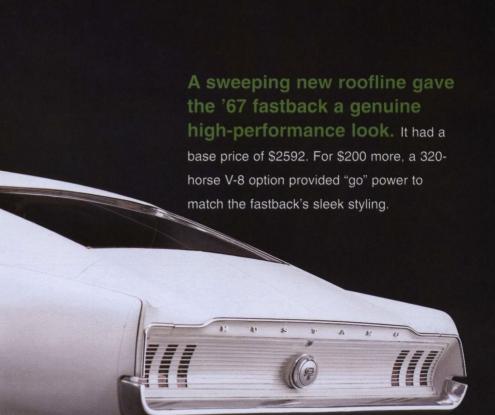














Also new for '67: a "shiftable" automatic transmission and meaner-looking Shelby GTs.





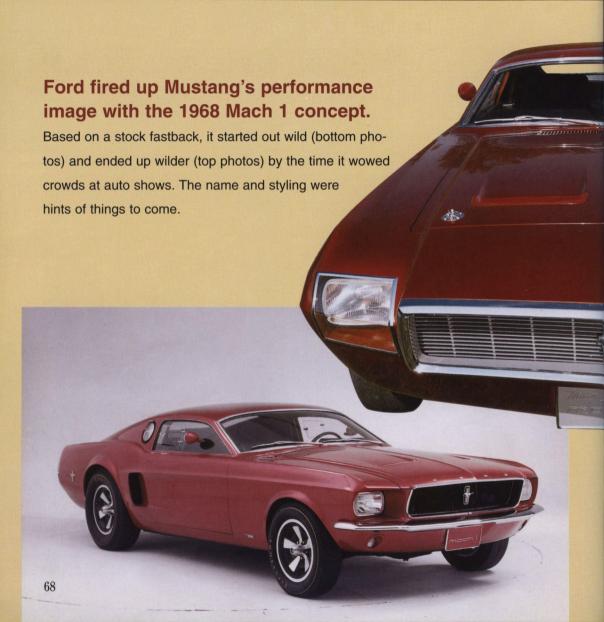


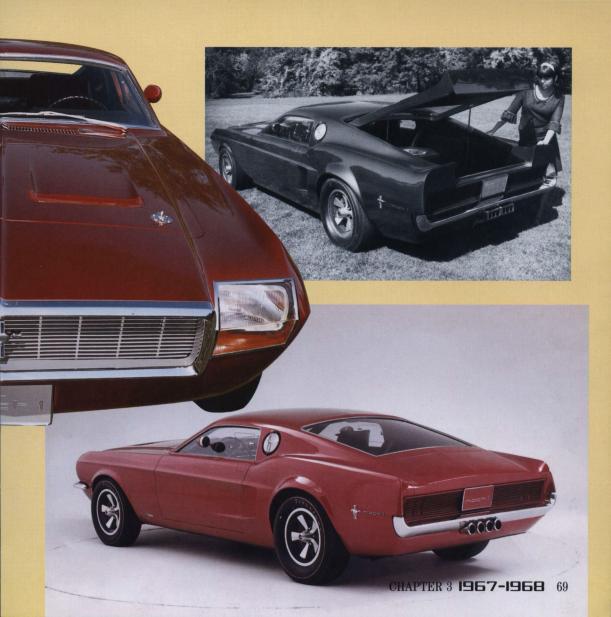
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Shift the Select Shift into automatic, It's automatic, The Select Shift. Ford has a better idea...Shift for yourself!



...has a better idea







Mustang sales fell again for 1968.

A cautious update and still more competition were to blame. But 300,000 orders was hardly bad, and Ford still had the number-one-selling ponycar by far.







Mustang styling was a bit cleaner for '68. Bodyside "C-stripes" were a racy new hallmark of the desirable GT package option.





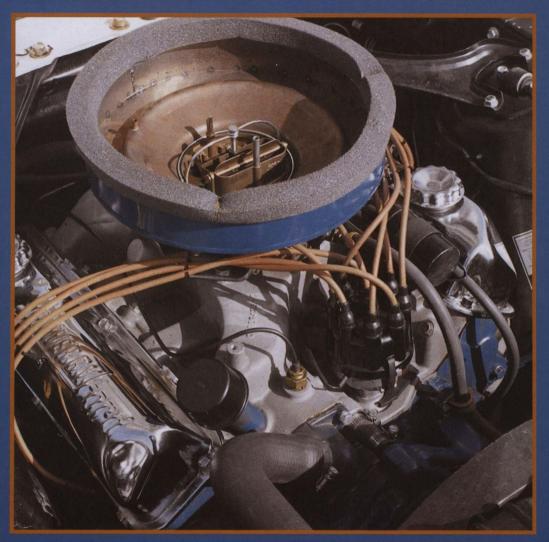








America's favorite ponycar was offered in a few special editions for '68. The most popular was the California Special hardtop (above). Available for purchase only in the Golden State, it sold about 5000 copies.



Muscle cars were all the rage in 1968. Mustang kept pace with a potent new V-8 option, the 428-cubic-inch Cobra Jet, with 335 very strong horses.



Mustangs tore up the dragstrips in 1968. Most of those entered in the Super Stock class took advantage of the new Cobra Jet V-8. It came with a ram-air hood scoop, and a street-tuned version could run a quarter-mile in just 13.56 seconds.



Convertibles joined the Shelby-Mustang stable for 1968. Midyear brought "King of the Road" G.T. 500s with Cobra Jet V-8s rated at 335 horses, but actually had closer to 400. Fast? You bet!





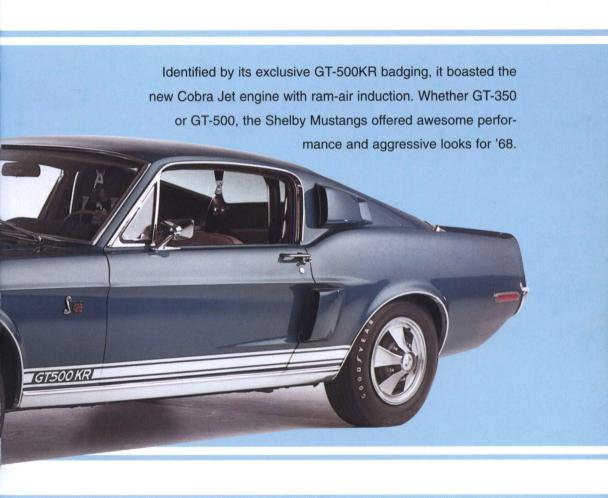










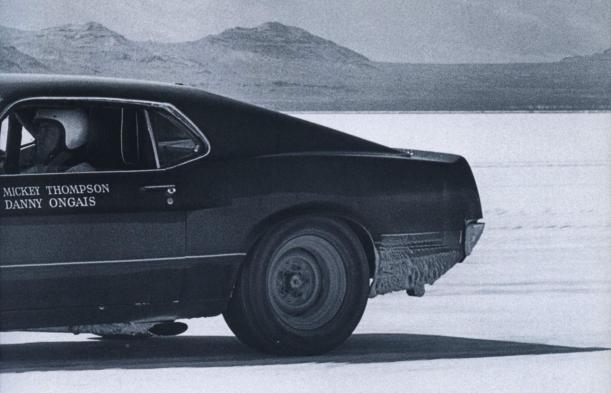


1969-1970

Mustang was all-new for 1969 looking racier than ever. Overnight, Ford's frisky pony matured into a hot-blooded stallion. Charging out of the gate was the new Mach 1, a performance-oriented fastback packing a 351 V-8 with a strong 250 standard horsepower.



To publicize '69 Mustang performance, new Ford president Semon E. "Bunkie" Knudsen hired famed drag racer Mickey Thompson and three other drivers for an assault on Utah's Bonneville Salt Flats. Their three-car team set nearly 300 speed and endurance records.



The '69 was designed to be a more impressive Mustang in size as well as appearance. The result was a lower, longer, and wider pony with a lot of big-car attitude.



Styling work for the '69 Mustang was under way by January 1966, as shown by these full-size mockups snapped by Ford photographers. Top brass initially wanted the new design to have the flavor of Ford's posh, personal-luxury Thunderbird.



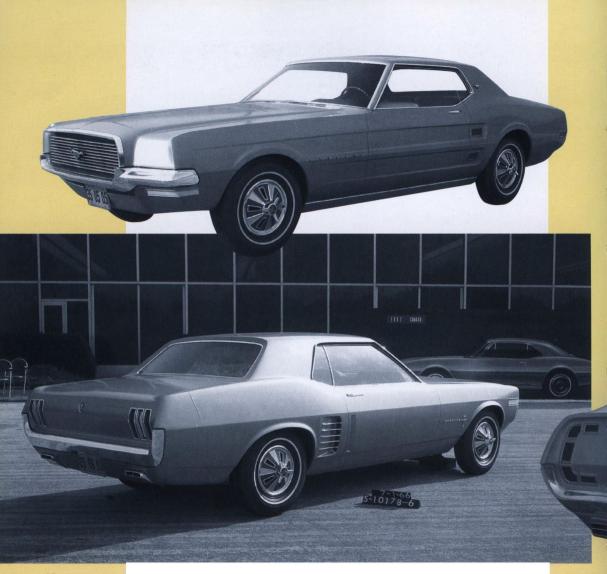




Designers worked in even more Thunderbird influence during 1966, striving for the massive luxury-car look favored by Lee lacocca and other top Ford executives. The result included an extended hood, upswept beltline, and a large "loop" grille.







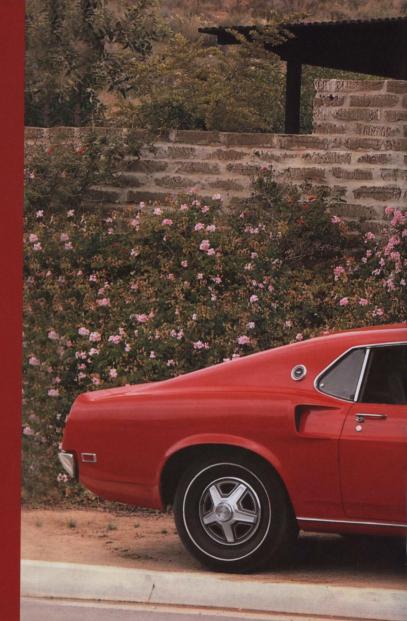


Ford took Mustang in two directions for '69, with a new focus on luxury and high performance.

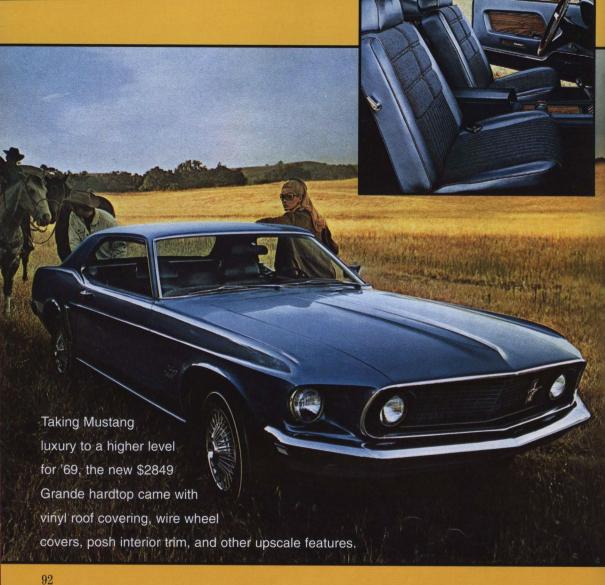


CHAPTER 4 1969-1970

Mustang went allout for '69. It offered more models, more power, and more options. Yet buyers didn't have to pay much more. The newly styled and named SportsRoof fastback was a great value, starting at just \$2618. And it offered all the style of the hot-rod Mach 1, which carried a \$3122 base price.













Performance and sophistication?

Mustang options still made it happen in '69. This convertible, for instance, had the available 220-horse 302 V-8 and the Interior Decor Group with woodgrain dash trim.

Unleashed in mid 1969, the Boss 302 looked like a race car—because it was. To reclaim the Trans-Am title from the rival Chevrolet Camaro, Ford created the Boss 302 as a race-ready Mustang that was more than ready for the street. Its heart was a 302-cubic-inch V-8 with close to 400 actual horses.











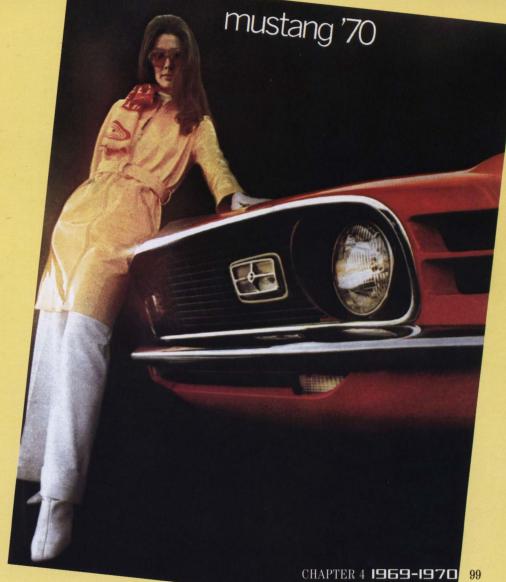
Besides a "little Boss" for the track, Ford had a "big Boss" for the dragstrip. Another mid-1969 debut, the Boss 429 was humorously rated at 360 horsepower, but in fact was much stronger. Both these Mustangs were virtually custom-built. That's why the Boss 302 sold just 1934 models, the Boss 429 a mere 852.





Left: Carroll Shelby poses with his stable of hot '69 Mustangs. Above: Mustang failed to beat Camaro in the '69 Trans-Am championship, despite the determined efforts of ace drivers like George Follmer.







Grad has described problems. But nece once, how, allow your Yhich Macking is well for you? How about Macking Grandel? A nor mally drowned up model that Includes a "Landau shipe rest in black or white grain well and the problems of the problems of problems." I have been also also been also your white and high-case, foam-rided backet seeks congraded for the causine, and also seeks congraded for the causine, and some more contest of the causine, and some more contest of the causine, and some more contest of the causine. But some more contest of the causine, and some more than the causine and some more than the causine and some more than the causine and more than the causine more than the causine and more than the causine and

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"Mustang's Got Personality!" said the 1970 ads. That it did, yet sales fell for the fourth straight year, sinking below 200,000. The ponycar market had peaked.





Ford sweated the details for the 1970.

Mustang styling got special attention, becoming less busy than the '69 look.



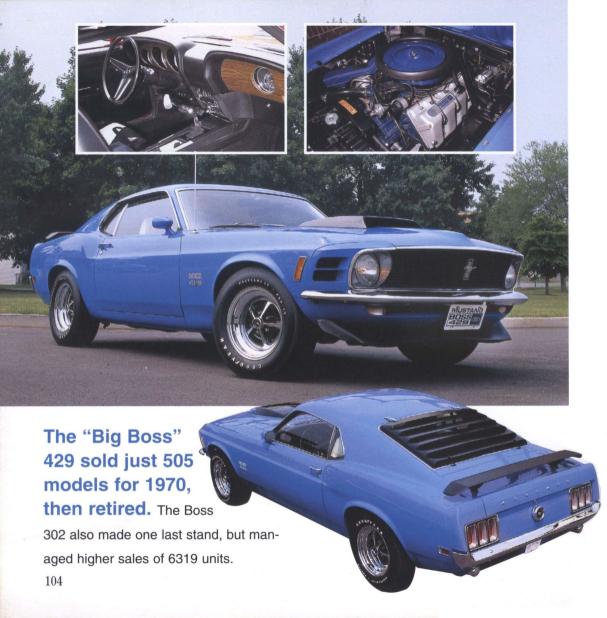




The 1970 Mach 1 could be dressed like a Boss

302. Buyers could add features such as a functional spoiler and rearwindow slats. Driving lights and ribbed lower-body trim were newly standard, however, and exclusive to this model.





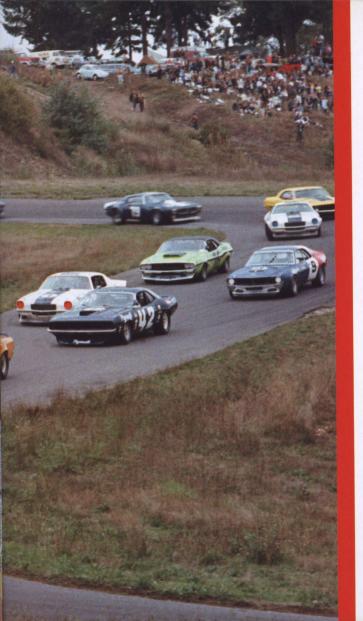


The 1970 Shelby-Mustangs were actually unsold '69s.

It was a sign of changing times. They've since become as highly prized as the Boss 302s and 429s.







Mustang scored six victories to win the 1970 Trans-Am title.

It was the series' most
hard-fought season to date.
Besides besting sister
Mercury Cougars, Mustang
beat out factory-backed
Chevrolet Camaros,
Pontiac Firebirds, Dodge
Challengers, Plymouth
Barracudas, and little
American Motors' upstart
Javelins. This was road racing at its memorable best.

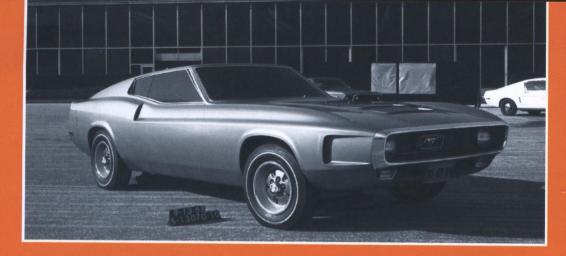
1971-1973

Pony turns Clydesdale! That's how many critics termed the redesigned 1971 Mustangs, the biggest yet. So why were the new ponycars so much larger and heavier? Because Ford had listened to what buyers said they wanted in late 1967, when design work began.



Mustang sounded a patriotic note for 1972 with the red, white, and blue Sprint Decor appearance option. This rakish SportsRoof fastback wears the \$347 "B" package, which added mag-style wheels, white-letter tires, and firm suspension to trim features of the \$156 "A" group.

















So little time, so much impact. The 1971 Mustang was developed during the brief 19-month Ford presidency of former General Motors exec S.E. "Bunkie" Knudsen. Seeking a more-aggressive hot-car look, Knudsen summarily ordered designers to work from a single basic styling theme that had caught his eye in early 1968.



Knudsen's edict put '71 styling work on a fast track. The new fastback Mach 1 shown above, for example, was all but done by March 1969.

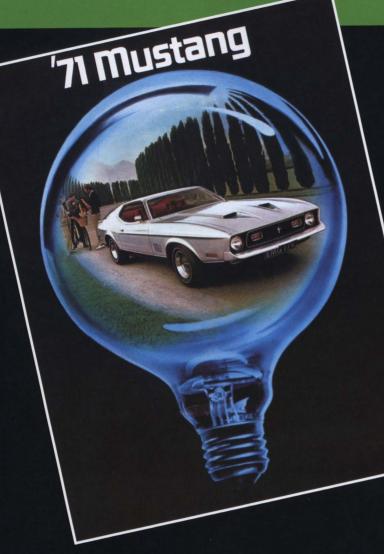
How big should a ponycar get? Big enough, Ford decided, to provide the extra passenger room that Mustang owners were seeking in the late '60s. The larger package also made room for more flamboyant styling, with a huskier high-performance look.







A near-flat rear roofline marked '71 SportsRoof fastbacks (above left). Hardtops got a swoopy "tunnelback" treatment with inset rear window.



Mustang '71 offered more of everything.

Unhappily for performance fans, the big new ponies weighed 500-600 pounds more than the 1969-70 Mustangs. And power was eroded by tighter federal emissions standards. This partly explains why sales kept sliding, down to just under 149,700 for









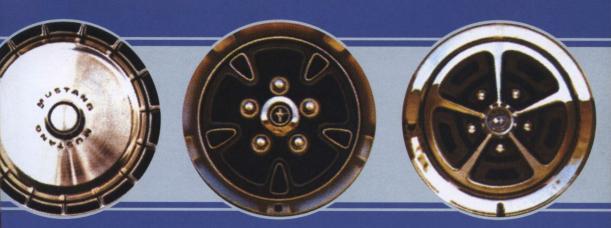






Though born to changing times, the 1971 Mustangs changed very little over the next two

Years. Even so, the jazzy Mach 1 was plenty exciting with the new 429 Cobra Jet V-8 option. The engine packed an alleged 370-375 horsepower, but probably more, in fact.



As before, Mustang offered a variety of wheels and wheel covers for '71. The five-spoke Magnum 500 rims looked great on a Mach 1, which again stood apart from the regular SportsRoof fastback with racy exterior touches like bold body striping and a unique hood.





Sporty, Personal C. 12 Sporty, Personal C. 12





Mustang had little new for '72. Most

changes were underneath, and included lower-rated power. Sales dropped to about 125,000 units in a waning overall ponycar market.

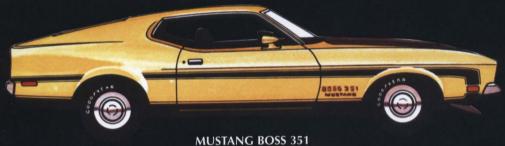
THE '72 MUSTANG LINEUP



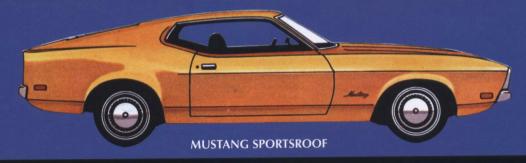












Big-block power was gone for '72, but luxury lived on. As before,

the easiest route to an uptown Mustang was to order a Grande hardtop. It came with standard vinyl roof cover, extra exterior brightwork, and a posh cabin trimmed in vinyl and "Lambeth" cloth. Priced from \$2915 that year, it was a fine sportycar value.



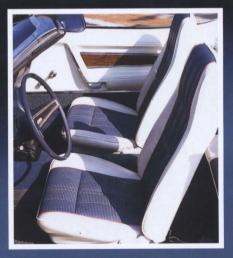


With Mustang sales flagging in '72, Ford tried some flag-waving. One ploy was the eye-catching Sprint Decor option for fastbacks (below) and hardtops. Ford also built 50 special Sprint convertibles for a Washington, D.C., parade.











The "big hoss" saw little change again for '73, but year-to-year sales climbed for a change. The total was close to 135,000. The Mach 1 (below) sported grille-mounted driving lamps turned from horizontal to vertical.









What makes Mustang different is the way it

For eight years now, the Ford Mustang has been the top-selling car in its class.

There are at least three reasons why.

The way it looks.

Sporty, sexy, sleek. You can choose from 5 models: Mach I, SportsRoof, Grandé, Hardtop, and Convertible. New for 1973, you also get a rugged color-keyed front bumper and a dramatic grille design.

But not all the good looks are on the outside. Inside the

cockpit, you sit back in a bucket seat while your hand drops to a floor-mounted shift console and you look out over a deep-set instrument panel.

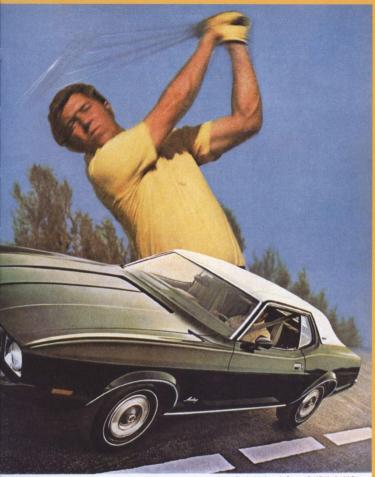
The way it handles.

The Mustang's low silhouette and compact size make its handling as beautiful as its looks.

A smoother independent front suspension with anti-sway bar helps take the bumps of rough roads and the twist out of twisting turns.

Giving you decisive passenger-car ride.

The feeling of contr a Mustang adds up to a si do something very well, It's a very differen You can ask any of Or you can find out for yo



All 1973 cars must meet Federal Emissions Standards before sale. See your Ford Dealer for details.

oks, handles, and makes you feel.

ty-car handling with a comfortable

d balance you get from driving nent of personal style. Like when you now exactly how you did it.

1/2 million people who own a Mustang If. At your Ford Dealer's.

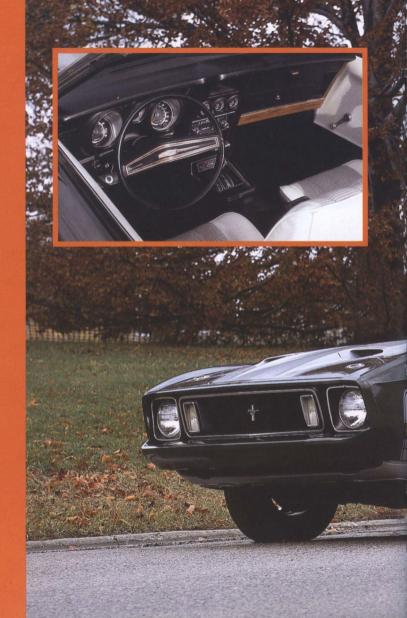
FORD MUSTANG

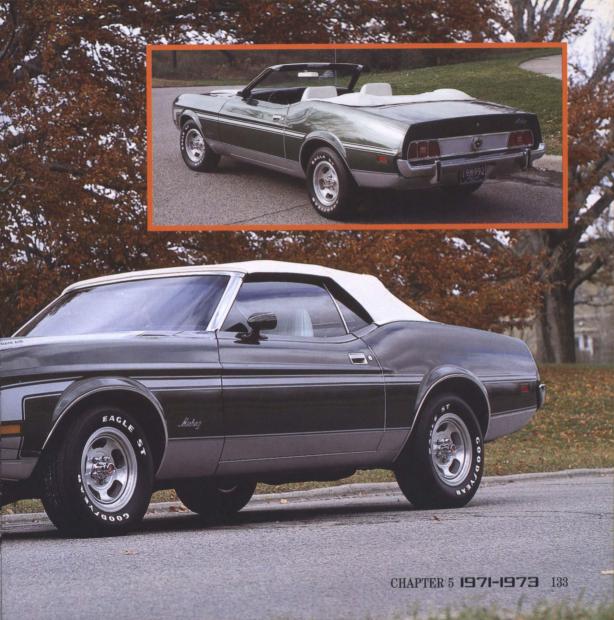
FORD DIVISION

Mustang's success was built on choice. And 1973 was no exception. In fact, no other ponycar offered three body styles, nor as many comfort, convenience, and power options.

The Mustang ragtop went on furlough after 1973.

Ford even gave collectors a heads-up by announcing in advance that the ragtop pony would not be back for '74. No wonder convertible sales jumped 85 percent to nearly 11,900 for the model year. A memorable era was over.





CHAPTER 6

1974-1978

Mustang II was a fresh start for Ford's pony-

Car. Timely, too. Arriving almost simultaneously with an unprecedented gas shortage, it was smaller than even the original Mustang, with economy-car fuel thrift perfect for the times.

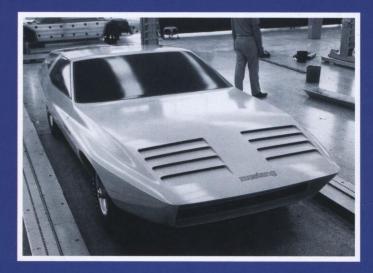
Mustang II was also a "little jewel," with much-improved quality and a high level of standard equipment. Lee Iacocca said his new baby would "turn the small-car market on its ear." And in a way, it did.





How small should a ponycar be? At

first, Ford wanted to do another monster 'Stang (right, opposite page upper left). Instead, it opted to go after popular sporty import coupes led by the Toyota Celica and Ford's own German Capri.













74 Ford Mustang II Mustang II proved less can be more. With nearly 386,000 units, the '74 models came close to matching the original pony's first-year sales record. CHAPTER 6 1974-1978

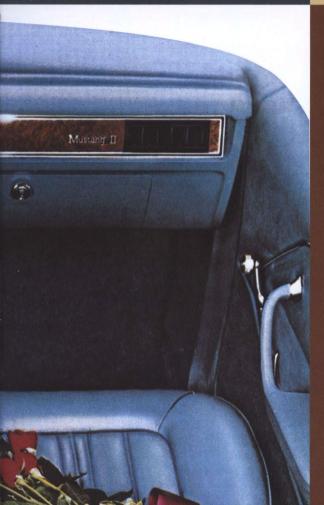










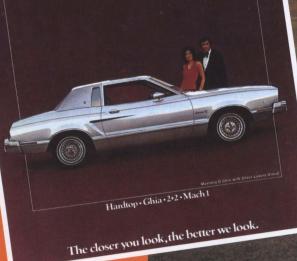


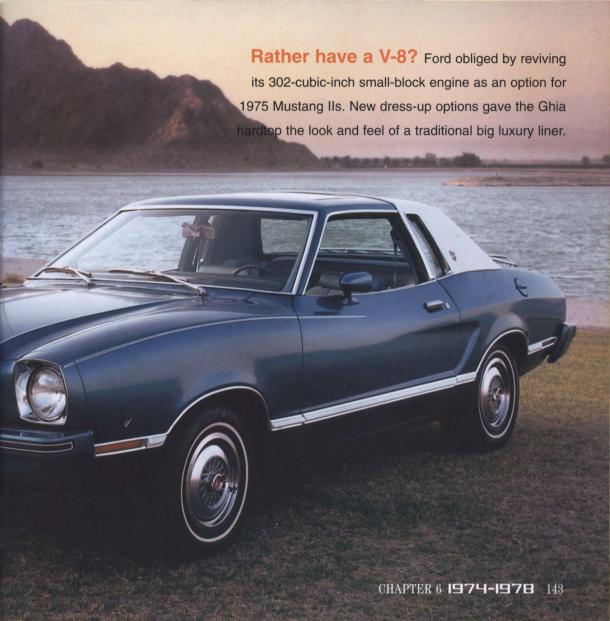
"A new class of small car: First Class." That's how Ford touted the Mustang II.

Backing up the brag were many new Mustang features, plus notchback and new hatchback coupe styles which Ford termed a "right size" package. The new Mach 1 hatchback (top, far right) used a lively V-6 that was optional for other models in lieu of a thrifty four-cylinder. Standard floorshift? Of course.



Our small, sporty personal car



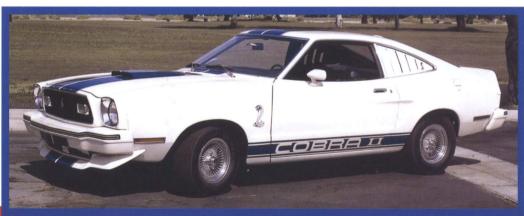


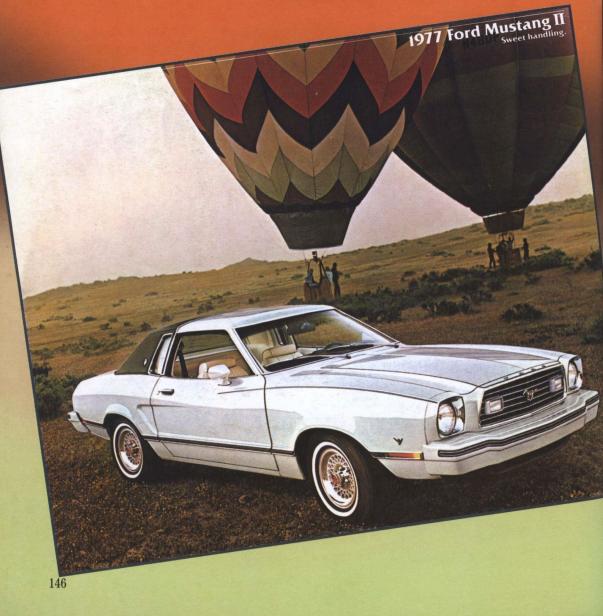




Mustang II was speedy in spirit, if not in fact. Though fast cars were all but legislated out of existence by 1976,
Mustang IIs could still have a "hot-car" look if ordered with that year's new Stallion trim or Cobra II package.





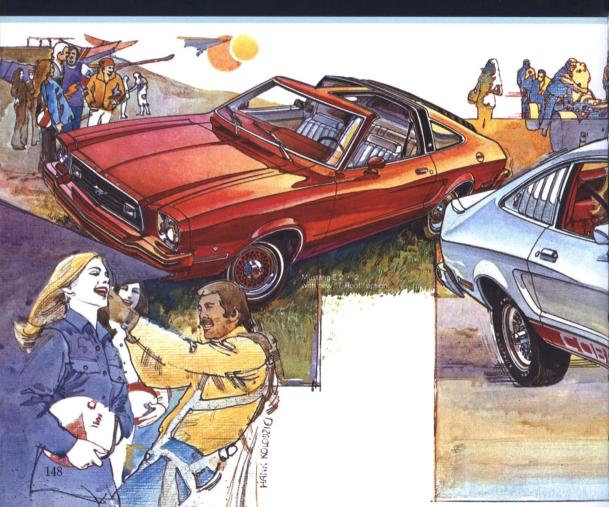




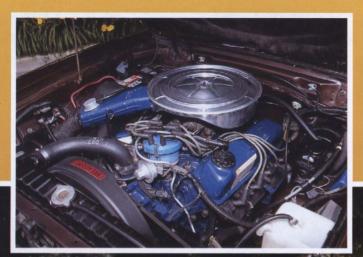
Despite few changes, Mustang II was popular for five full

years. Annual Mustang sales after 1974 reached 180,000 units or more, except for 1977, which drew some 150,000 orders. Yet even '77 sales outpaced the big 1971-73 models. Ford kept buyers interested with new options each year, such as a trunklid luggage rack for '77 hardtops.

Looking for fun? Mustang II had it. Fresh-air fiends applauded the new T-bar roof option for '77 fastbacks. Just lift off the twin panels above the cockpit and *voilà*! Instant convertible.













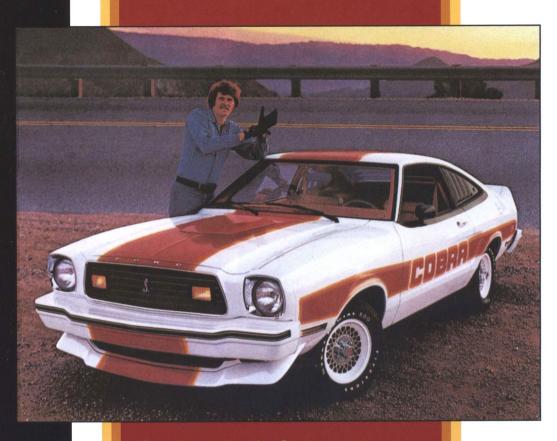






Let's get personal. Like earlier Mustangs, the II offered options to suit most any taste and budget: V-8, sunroof, 8-track tape player, interior upgrades, and more.

1978 FORD MUSTANG II



Great pretender? With the V-8 and other options, the Mustang II was a good performer for its day. Actually, no Detroit car could offer blazing '60s-style speed by the late 1970s.

Hail the King! King Cobra, that is. New for '78, Mustang II's final year, this option went beyond the Cobra II with a standard V-8, uprated chassis, and even wilder styling.





1979-1981

Mustang was reborn with the "New Breed" of 1979. Combining the best of American and European thinking. this all-new design took the ponycar concept back to its roots. It was an efficient, affordable fun machine with trendsetting style, but also thoroughly modern engineering and performance. Americans loved it, snapping up 370,000 Mustangs for '79. Though sales would later seesaw, this basic design was so "right" that it would carry on for no less than 14 years. No wonder these Mustangs still have legions of fans.



MUSTANG

CHAPTER 7 **1979-1981** 157









The '79 Mustang showed plenty of European flair. Chief program designer Jack Telnack had worked in Europe, and Ford's Ghia studio in Italy submitted proposals to compete with Ford's own stylists in Dearborn. Here, a sample of early workouts from 1974-76.









Clean, trim, slick.

Those were the goals for '79 Mustang styling, Ford designers took special pains to create a shape with minimal air drag, an important factor in Detroit's new quest to increase fuel economy. The '79 Mustang was based on another Ford compact, the newfor-'78 Fairmont. But a generous budget allowed using many specific underskin components so looks and performance would not be compromised.



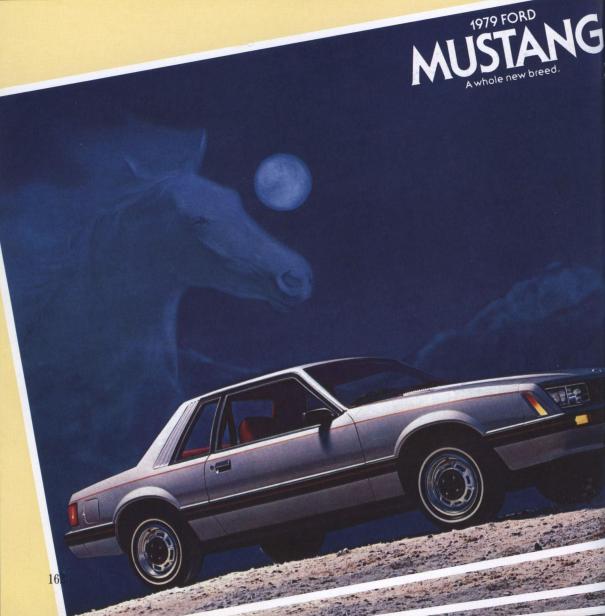








CHAPTER 7 1979-1981 10





Notchback or hatch-back? Mustang again offered both for '79. Plus an intriguing new turbocharged four-cyl engine, a nonturbo four, V-6, and veteran 302-cubic-inch V-8. There were also three suspension setups and the usual plethora of optional features. Base prices were up to around \$4000, but that was quite attractive at the time.







At home on road and track. Mustang was 1979's Indy 500 pace car. Ford sold some 11,000 replicas. Hatchbacks also offered a sporty new Cobra performance package for '79 (right).









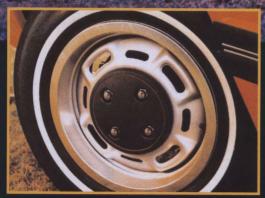


















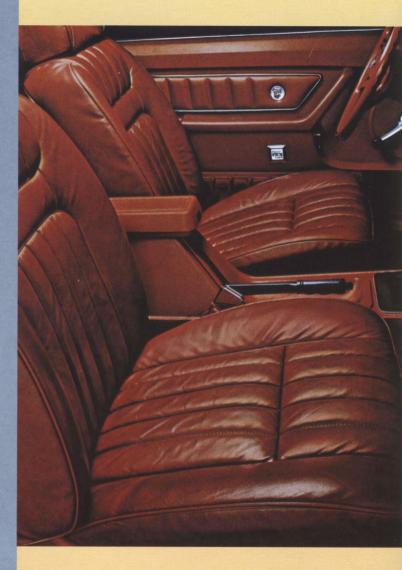


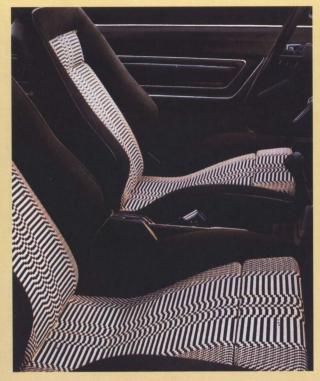
Pace car looks, pace and handling for the street.

The 1980 Cobra package picked up styling cues from the '79 pace car. A special suspension with Michelin tires and tri-spoke wheels again delivered trackworthy handling. The punchy turbo-four could deliver 0-60 mph in 11-12 seconds—hot stuff by standards of the day.





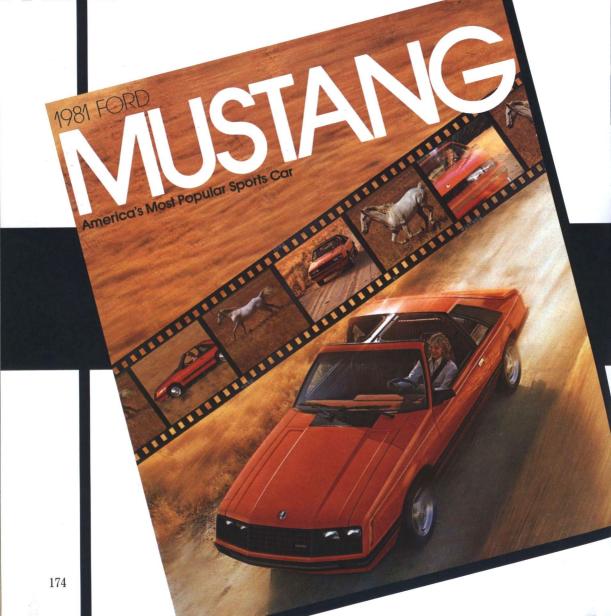






Take a seat, any seat.

They're all good. This group of catalog photography highlights the many interior trim options listed for 1980 Mustangs. They were enough to make your head spin: cloth, cloth and vinyl, and all vinyl in numerous colors and patterns. A "mini" center console was standard, but a longer version with center armrest and storage compartments was available. Enthusiasts loved the no-nonsense dashboard with standard full instrumentation and convenient European-style stalk controls for lights and wipers.

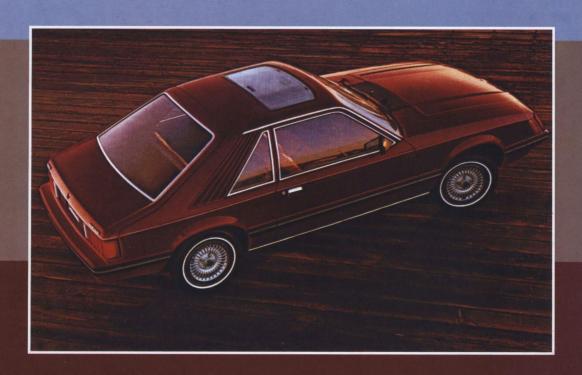




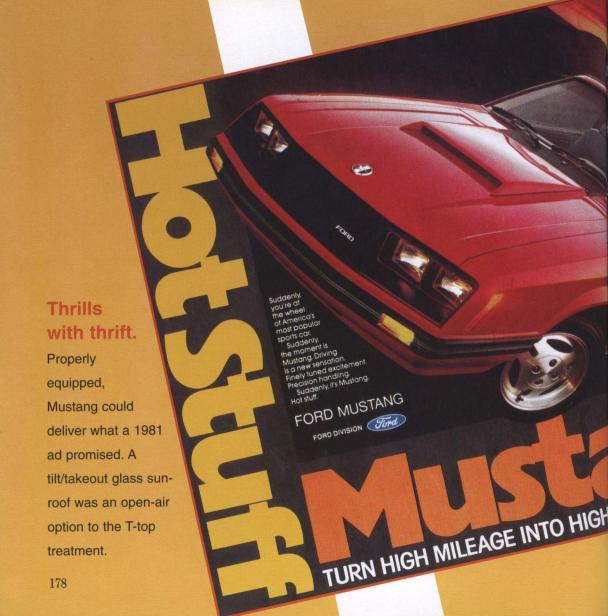
Raise the roof—or not. An optional twin-panel T-top roof returned for 1981 Mustangs. The available "Carriage Roof" continued for notchbacks (below), which also looked good without.



Dressed for success. "New Breed" styling still looked good, even in original form. Most every critic deemed it more tasteful and exciting than the Mustang II design.









The '81 Mustang Lineup Mustang 2-Door

Mustang 2-Door with Sport Option





Mustang 3-Door



Mustang Cobra 3-Door



Mustang Ghia 3-Door

CHAPTER 7 1979-1981 181

CHAPTER 8

1982-1986





Mustang thrived anew in the '80s.

Model-year sales reached an all-time low in 1983, at under 120,900 units. But sales grew as Ford kept turning up the heat on styling and performance.

A special confection for 20th-anniversary 1984 was a GT-350 convertible done up in Oxford White and Canyon Red.







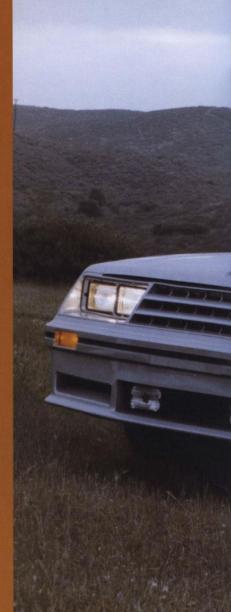
New bosses and a new Boss.

Enthusiastic new managers took command in 1980. They soon OK'd a hotter V-8 for a reborn Mustang GT. These workouts are close to what appeared for 1982. Other models (top right) got minor styling updates.





Hop it up, drop the top. The GT (right) returned as a uniquely styled hatchback with 157 horses and lots of fast-car features for \$8308. The price-leader L coupe (top) started at \$6345 for '82. A convertible was promised for model year 1983.



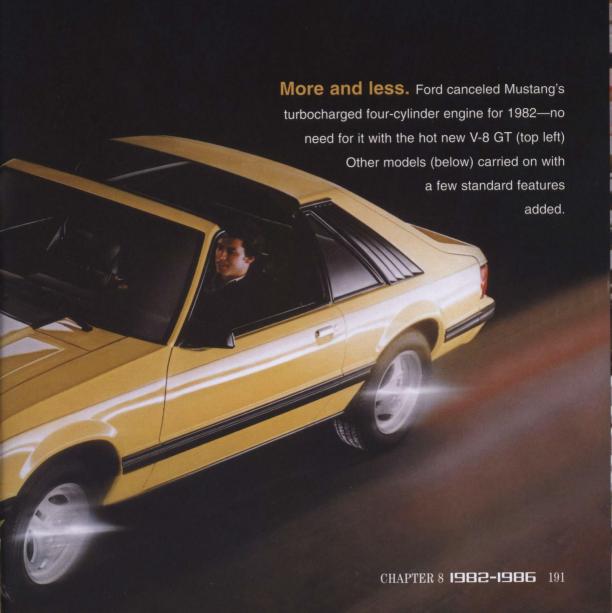


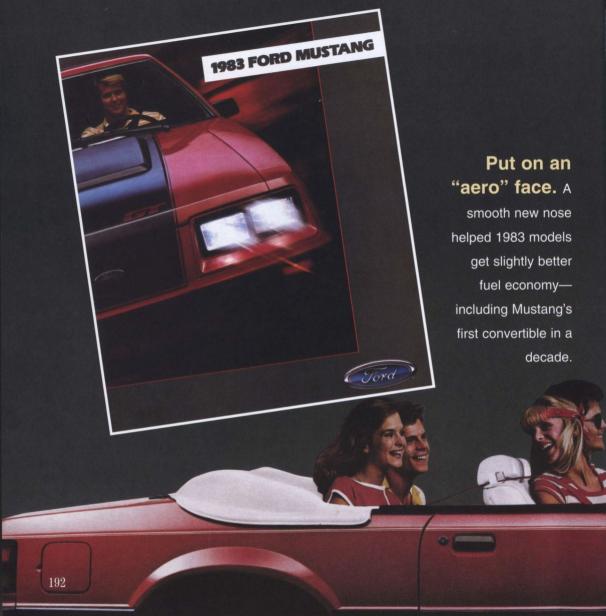
A dash of distinction. All 1982 Mustangs used the same basic instrument-panel design that had been around since 1979. And that was fine, because it remained one of Detroit's best—very "European" in look and function. Pseudo-wood accents were included with the luxury-focused, top-level trim packages.





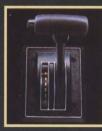




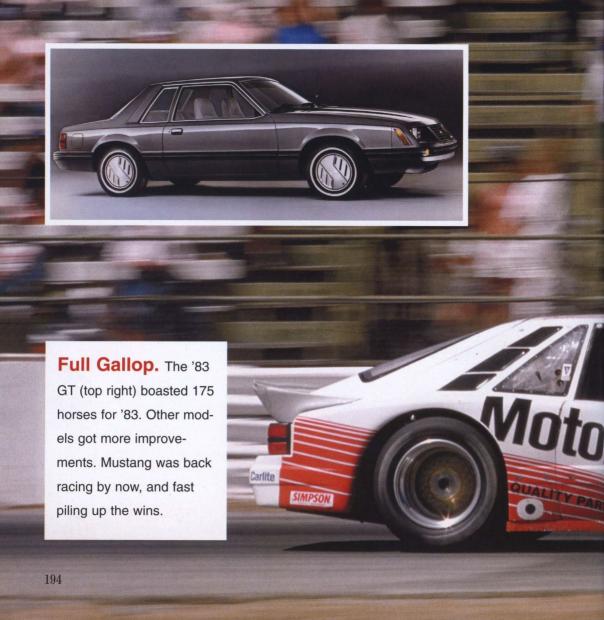


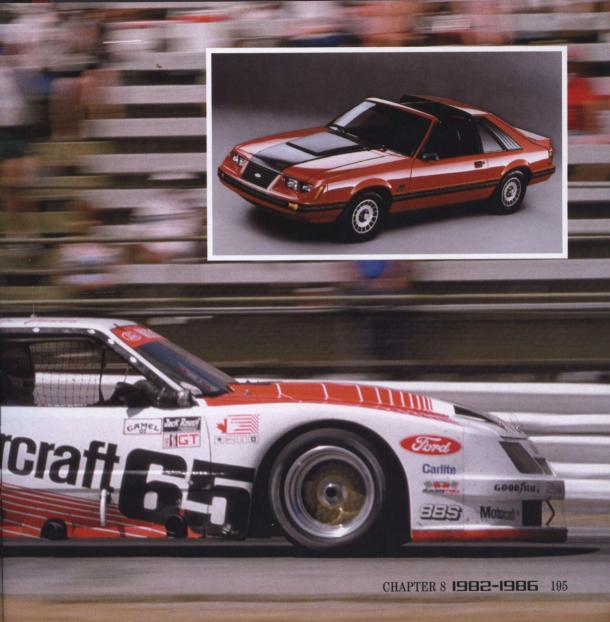


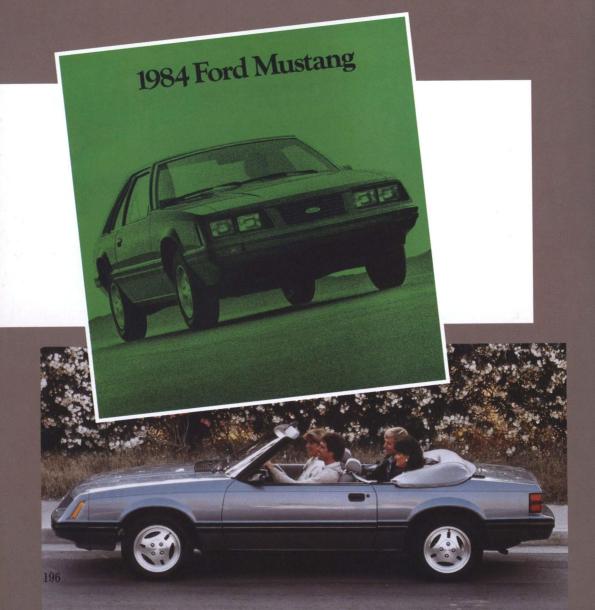










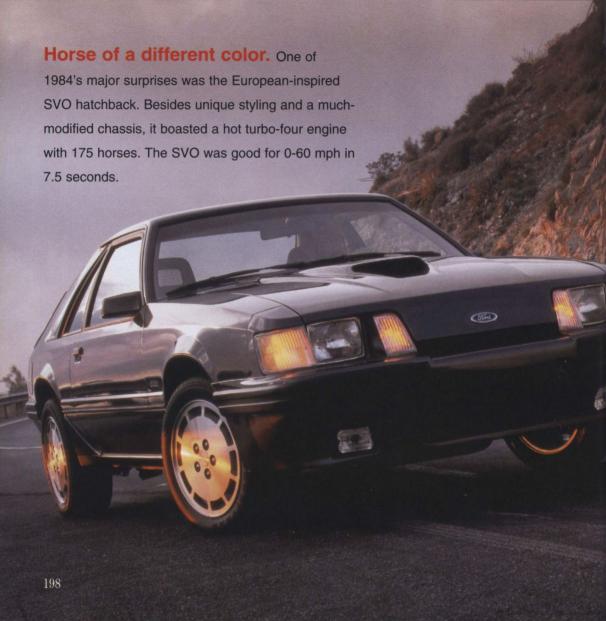


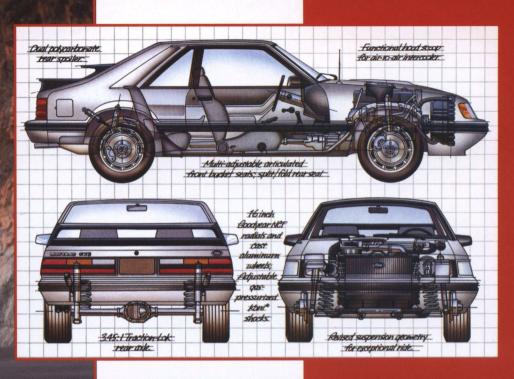


A steed for every need. A

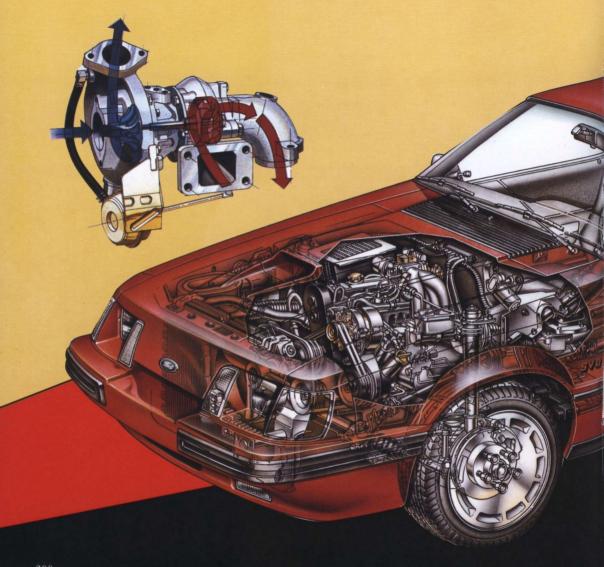
165-hp V-8 was a new option for non-GT 1984 models (below). Buyers could also opt for a Turbo GT package—but few did. Back from '83, it had a "blown" 145-hp four-cylinder.

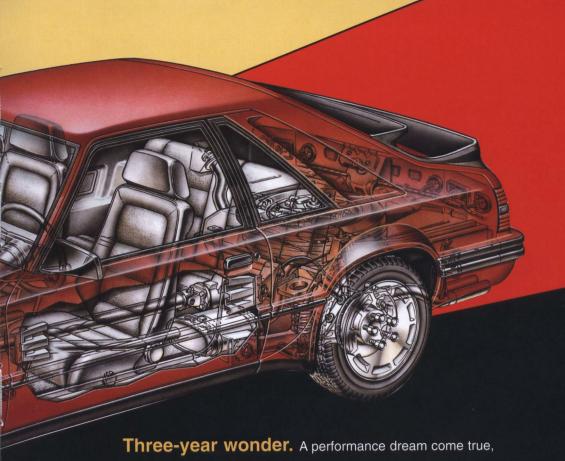












Three-year wonder. A performance dream come true, the SVO offered sophisticated styling and loads of hi-tech engineering. But most Mustangers preferred V-8 GTs, which were just as quick, for thousands less. As a result, Ford gave up on the SVO after 1986 and total output of just 9844 units.

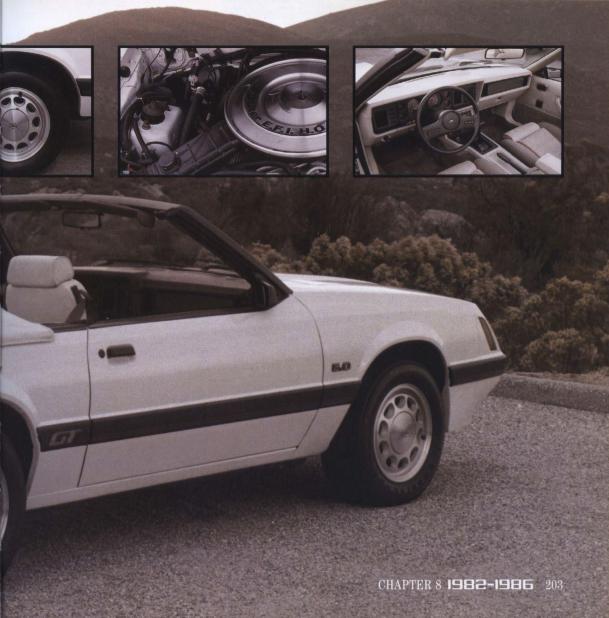




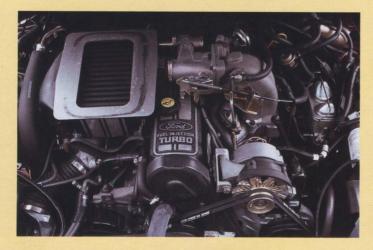


Not new, but further improved. All Mustangs got another nose job and more detail changes for 1985. Additional V-8 tweaking swelled GT horsepower to 210 maximum. It boosted sales, too.



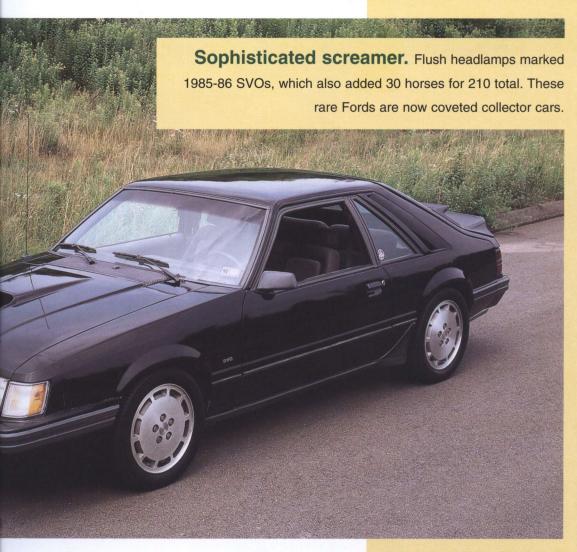


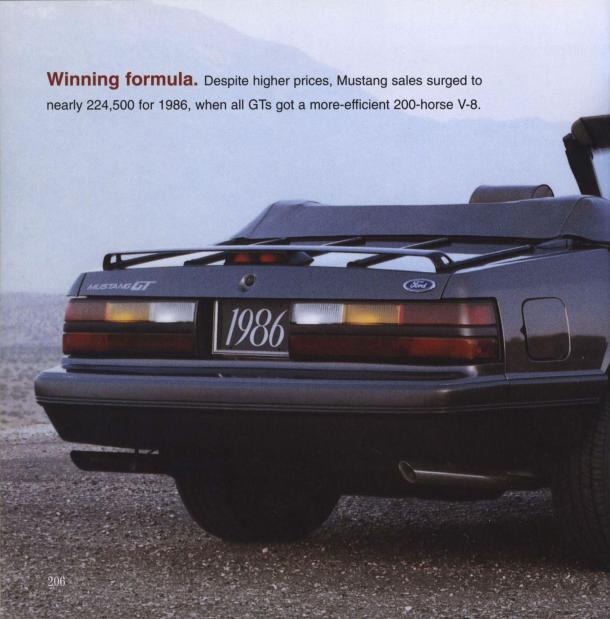
















Plain or fancy? By 1986, you could have "5.0" V-8 muscle in a flashy GT or with quieter base-model styling (below). Either way, you had to beware of the equally fast Pursuit Package Mustangs that were being used by many state highway-patrol units.





1987-1993

By 1987, Mustang was outselling its General Motors' rivals—combined.

As if to celebrate, Ford gave it a full makeover, with fresh styling and more power. Oddly, sales stumbled to some 159,000 units, but rebounded to over 211,000 for 1988.





Mustang's 1987 redesign was prompted by rising sales. But there were also outcries from Mustang fans over a rumored Ford plan to replace the V-8 rear-wheel-drive ponycar with a front-drive V-6 design from Japanese affiliate, Mazda. Fortunately, for all concerned, Ford released that car with another name. The beloved Mustang got a new lease on life. Ford marked Mustang's 25th anniversary in model year 1989 with more "then and now" PR photos like this.



You can teach an old ponycar new tricks. The 1987 Mustangs proved it. Especially GTs, which got an aggressive new look in line with Ford's corporate "aero" styling theme. These views of the GT convertible spotlight the "grille-less" nose and "cheese-grater" taillights adopted as part of the stem-to-stern restyle.









More power? No problem. The veteran 302cubic-inch, 5.0-liter smallblock V-8 gained 25 horses for '87—a total of 225. Standard for GTs (left) and LX 5.0 models, the V-8 was so popular that supplies ran short during the 1987 run.



New-and better-inside, too.

Highlighting '87 Mustang interiors was a redesigned dashboard with a handy shelf in a scooped-out starboard section. Some switches regrouped in pods astride the gauge cluster. Vents and climate controls were also updated. A T-top roof option continued for coupes and hatchbacks.

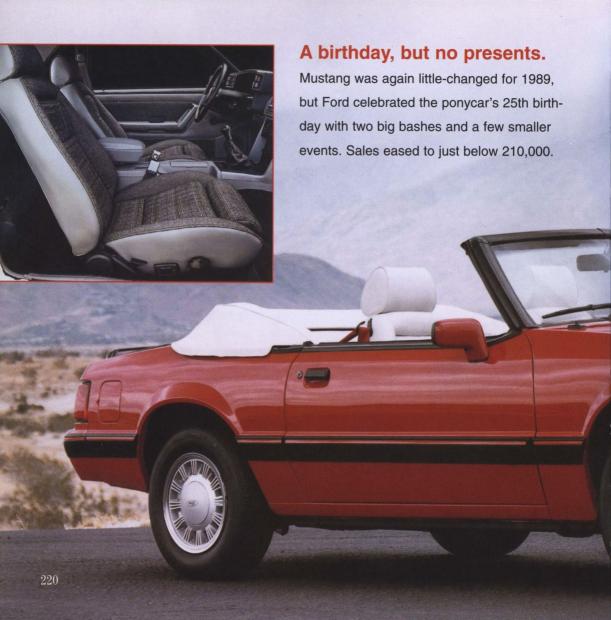


You want a V-8 with that? The mainstream LX coupe, hatchback, and convertible returned for 1988 with quieter styling than GTs. A V-8 package—with stealthy "5.0" front-fender ID—was an \$1885 option to the thrifty 2.3-liter base four-cylinder.

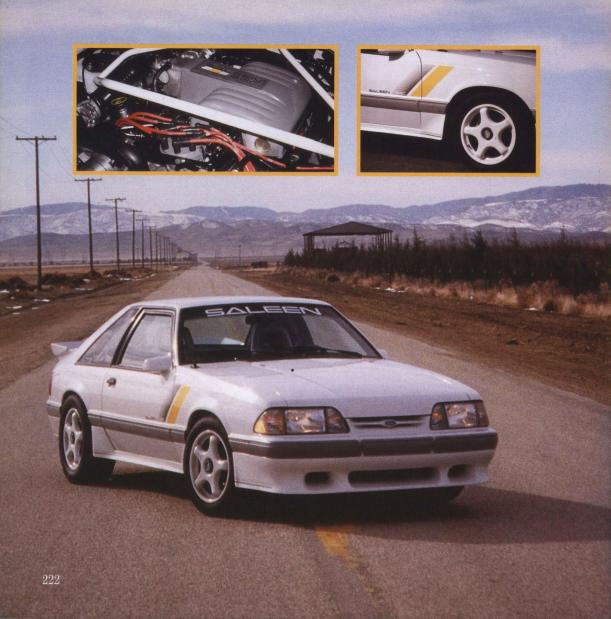










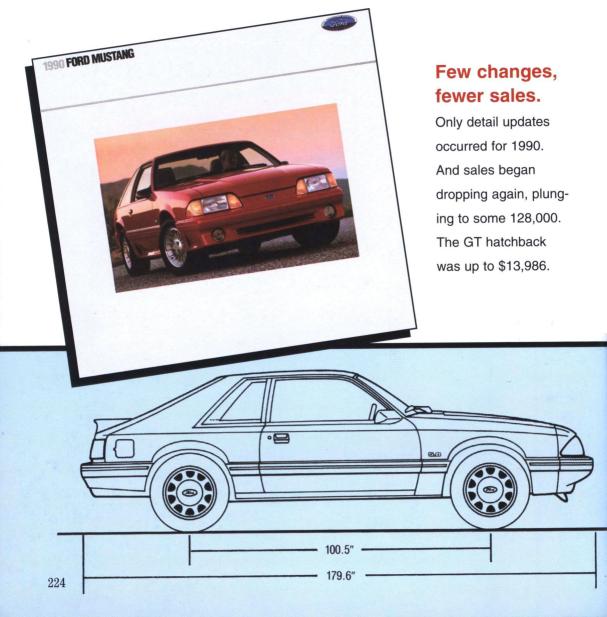


The Saleen solution.

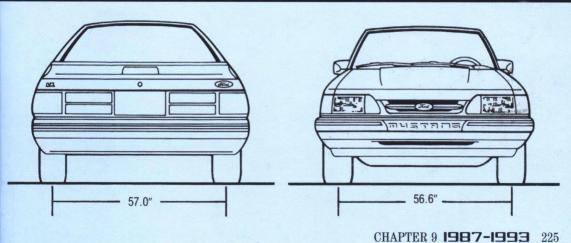
Southern California's Steve Saleen began building custom-tuned Mustangs in 1984. His business thrived. For 1989, he offered these hot SSC models with 292 horses.

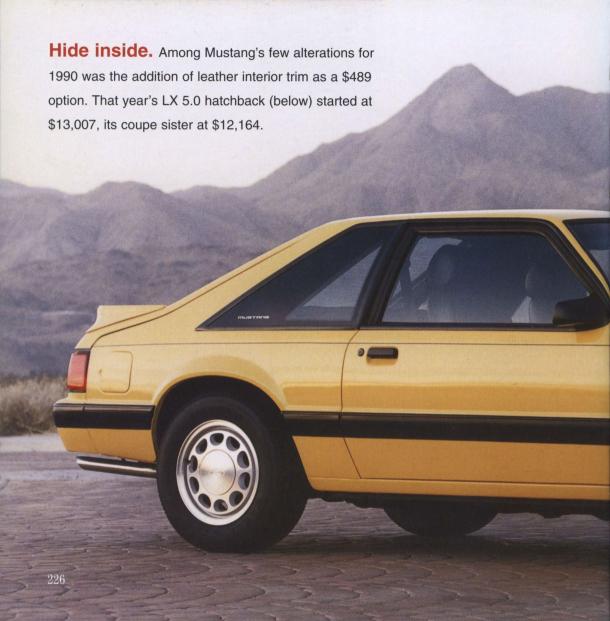


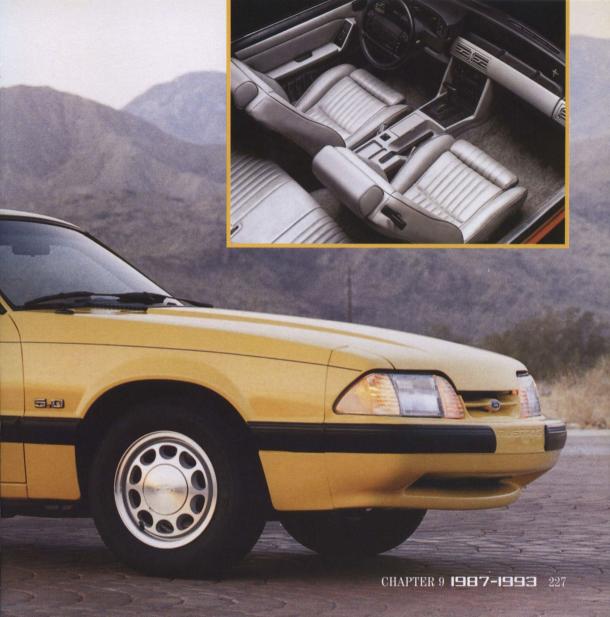






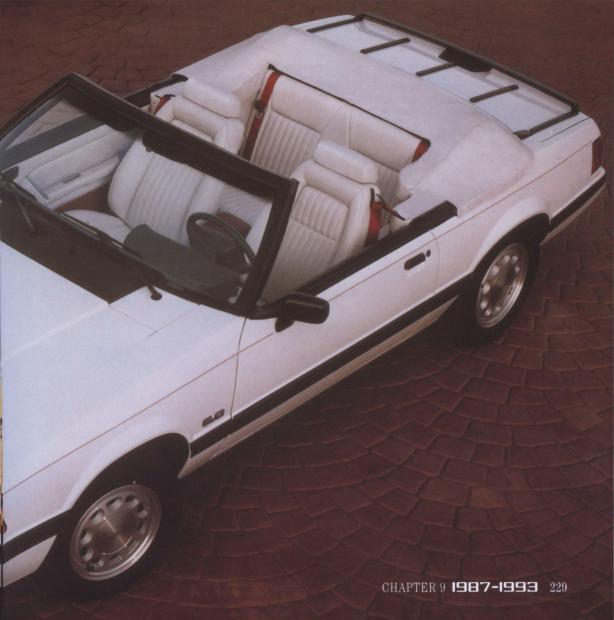








Air on the side of safety. All 1990 Mustangs got a standard driver-side airbag to meet new federal rules for passive restraints. Hidden in the steering wheel, it was rigged to inflate automatically during a crash.



Mustang was a hobbled horse for 1991. Though Mustang remained a terrific performance buy, sales in '91 plunged to 98,737 as a sharp recession took hold. Changes were again few, but V-8 models picked up handsome new five-spoke wheels.





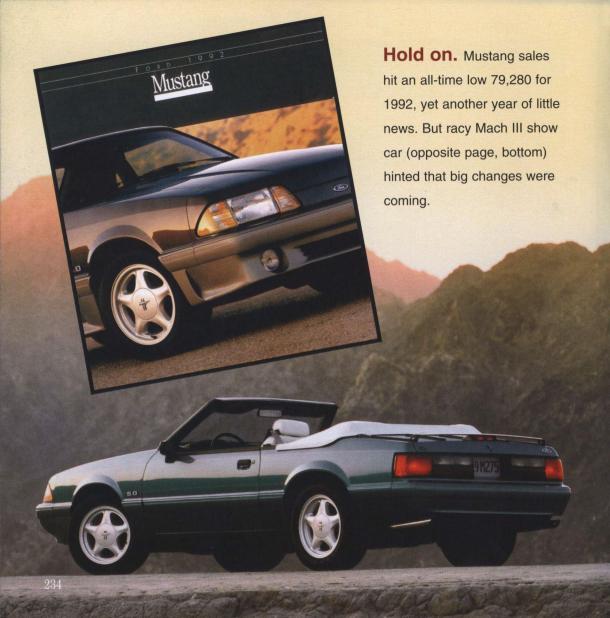




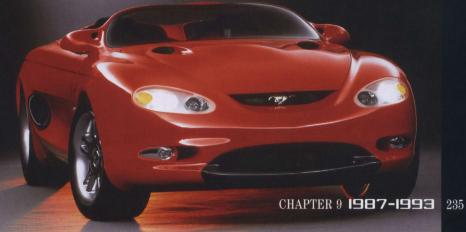
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Fast, fair-weather fun. A lower-profile "top stack" improved convertible appearance for 1991, as shown on these LX ragtops. V-8 sales had been steadily growing and were now twice those of four-cylinder models, split evenly between GTs and LX 5.0s.



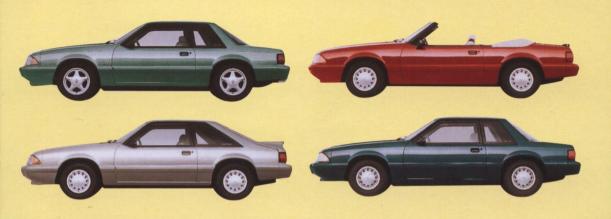














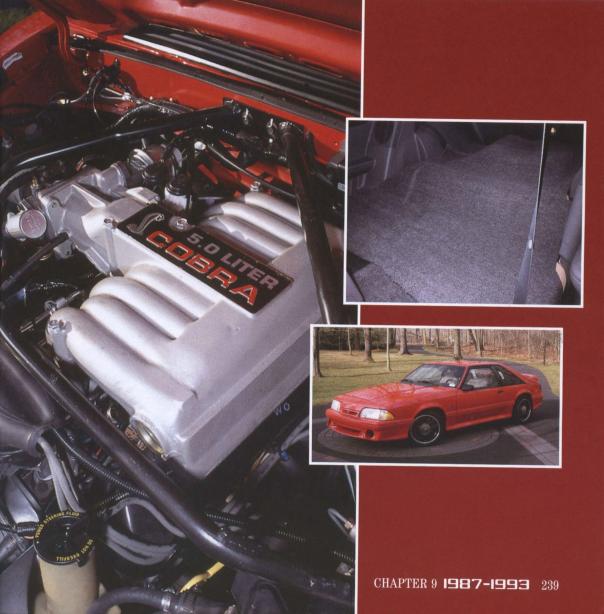
So long, old paint. Mustang's basic 1979 styling took a final bow for 1993. Despite all-new GM competition that model year, sales bounced back to over 114,000. A six-model lineup continued (above). New Feature Package options in yellow and white included color-keyed windshield frames.

Snake attack!

Ford unleashed a hot new 235-hp Cobra hatchback for 1993, but built just 5000. A stripped, track-only R version (opposite page, bottom) saw a mere 107 copies.



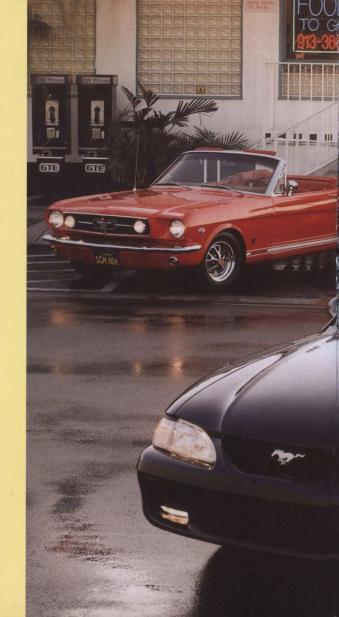


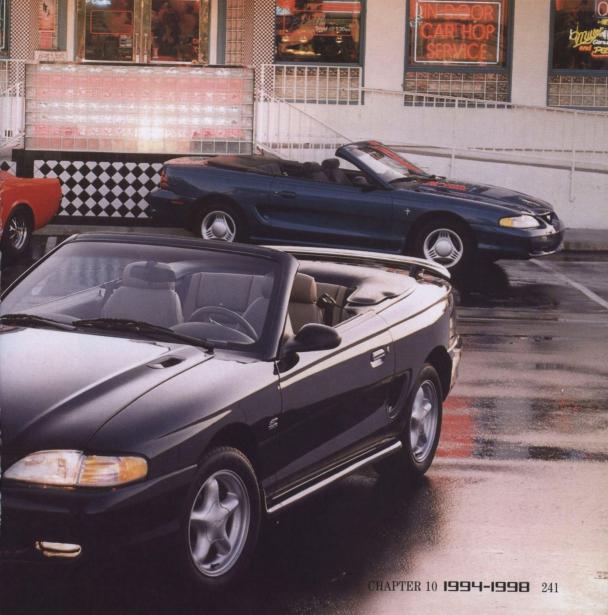


CHAPTER 10

1994-1998

"It Is What It Was," said ads for the rejuvenated 1994 Mustang. Actually, it almost wasn't. In fact, Ford was about to retire the old warhorse. But it heard that General Motors was planning all-new ponycars of its own. With that, plus input from consumer "gallop polls," Ford gave Mustang's vintage-'79 Fox platform an extreme makeover. It gained modern chassis and powertrain engineering, topped with 60's-inspired retro styling. It was a great way to start Mustang's second 30 years, and sales galloped ahead.









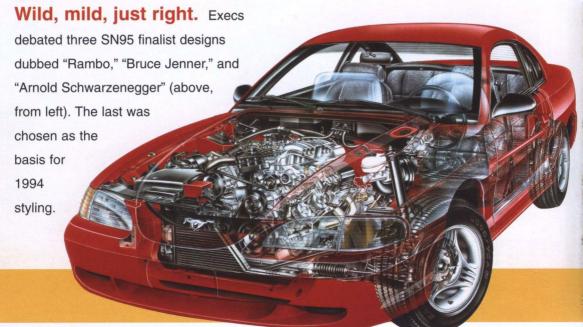


was previewed by the '92

Mach III concept, posing left with future CEO William C. Ford, Jr. (left) and his executive cousin, Edsel B. Ford II. Design work began in 1989, and aimed to reinterpret the youthful look of early Mustangs for a new generation of sporty-car buyers.







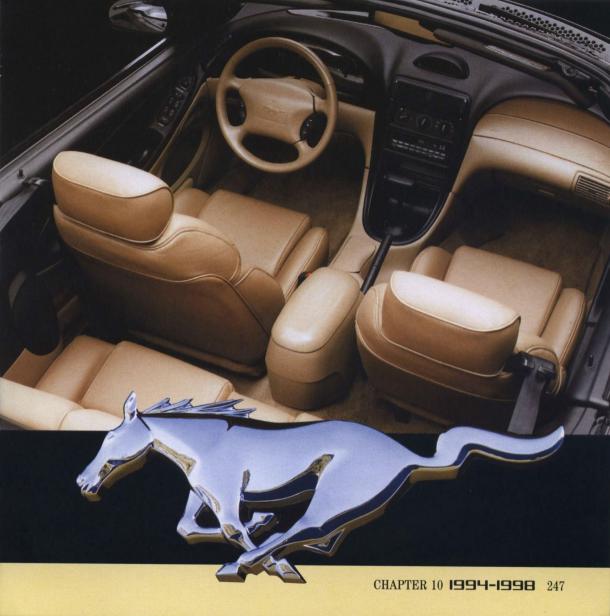


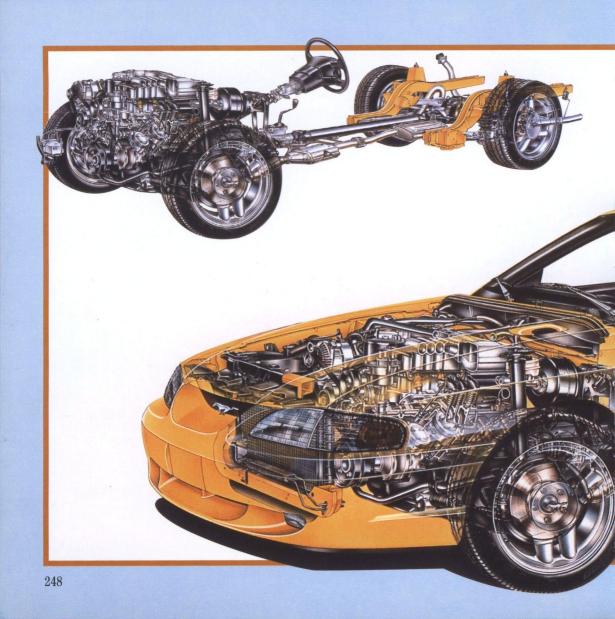




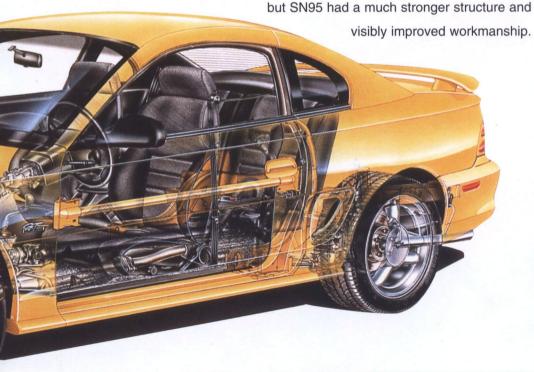


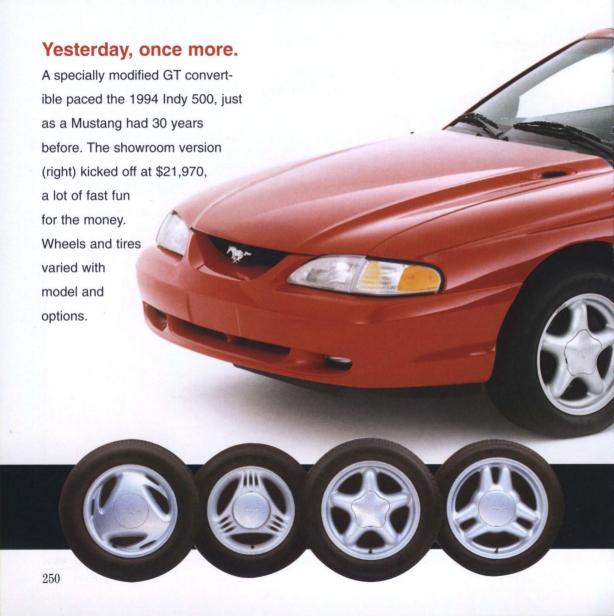
Keeping it simple. The 1994 Mustang bowed in V-6 base trim and in V-8 GT form. Both offered convertible and nonhatchback-coupe body styles. Power was up to 145 horses for base models and to 215 for V-8s. Prices started at an attractive \$13,365.





The same, but better. The extensive 1994 redesign produced a slightly larger Mustang with suspension layout and floorpan the only major carryover components. The interior remained classic four-seater with a snug aft cabin,

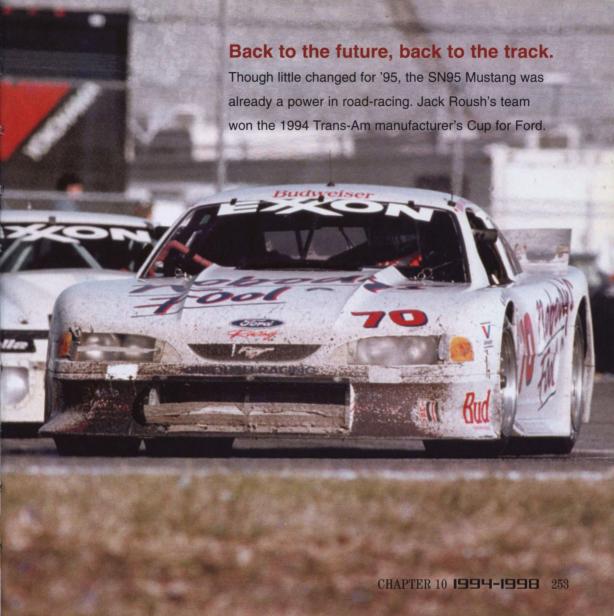


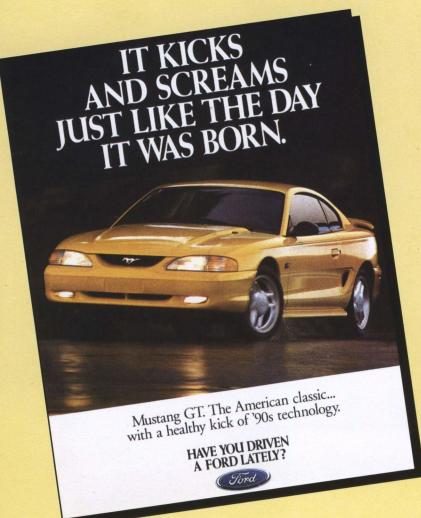




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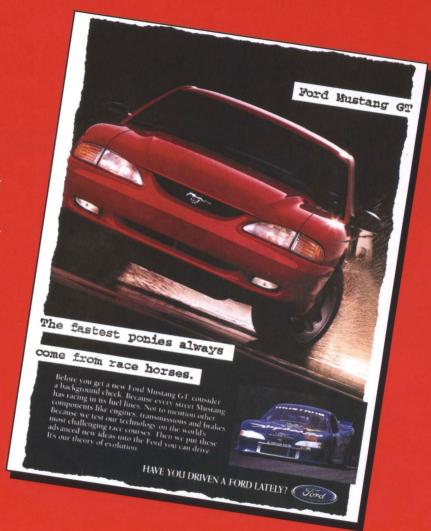
MUSTANG

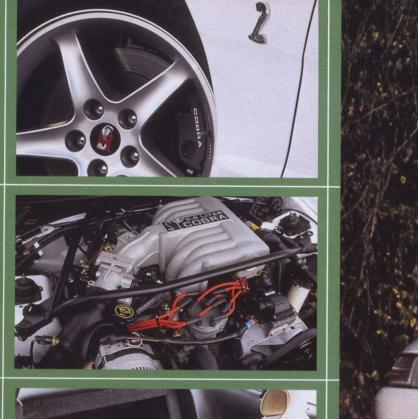




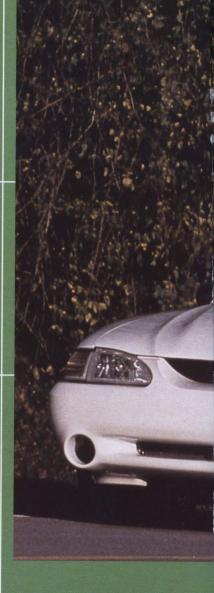
The good new days. After moving past 123,000 units for '94, Mustang sales hit nearly 186,00 for 1995, despite few changes. Ford ads in this period played the nostalgia card, highlighting the car's growing string of racing victories.

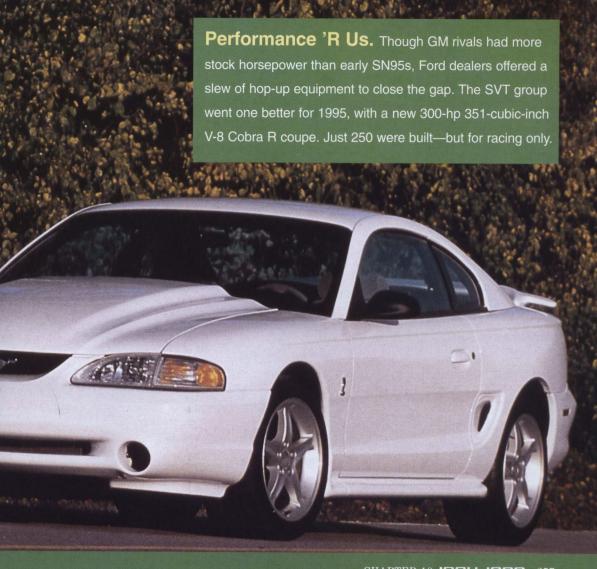
shown, but V-6 base models accounted for most sales. Coupes always outpolled convertibles. Mustang also offered hotter SVT Cobra versions in 1994-95 with 235 horses, special suspension, and unique trim features.



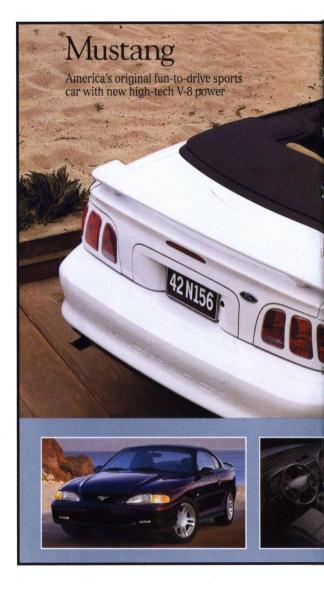


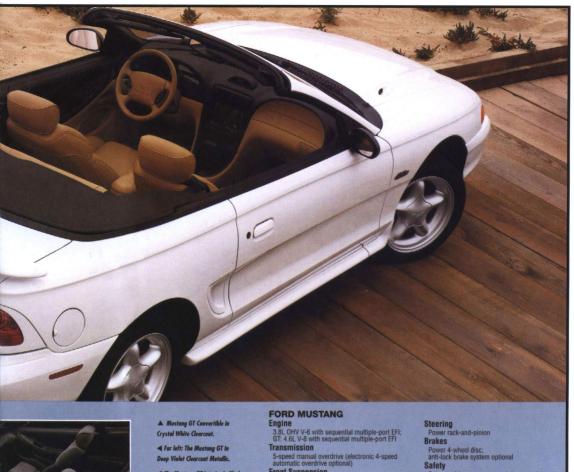






Tech talk. The big change for 1996 was a hi-tech, overhead-cam V-8 for GTs. Though the new 4.6-liter made no more power than the veteran 5.0-liter it replaced, most critics judged it an improvement. And performance was no less exciting, with 0-60-mph sprints a swift 6.6 seconds. Even so, model-year sales fell to 135,620.







◀ The Mustang GT Interior In Black.

Some equipment shown on these pages may be optional.

Front Suspension

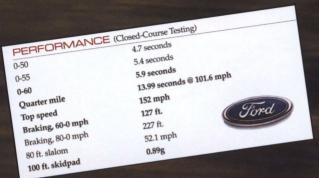
Modified MacPherson strut-type, stabilizer tube, nitrogen gas-pressurized hydraulic shocks;

GT: Handling components

Rear Suspension

4-bar link coll spring system, stabilizer tube, nitrogen gas-pressurized hydraulic shocks; GT: Handling components plus horizontal-mounted

Driver and front passenger air bag supplemental restraint system; 3-point lap/shoulder belts front and rear





took the SVT Cobra coupe and convertible to 305 horses for 1996, thus finally ending the power gap with top GM rivals. Performance matched Ford claims, which may be why Cobra sales almost doubled to just over 10,000 units.





Three-peat Tommy.

Tommy Kendall won the Trans-Am driver's title in 1995-97 with Roush Racing Mustangs. He also took the 1995 24 Hours of Daytona, codriving with ace Mark Martin and an actor fellow by the name of Paul Newman.







How Do You Build A Legend



Maring with Cobra "R" Hood, Cobra "R" Wheels and new SVO Side Exhaust

When it comes to building a Mustang Cobra"R" replica, all it takes is these parts from Ford Motorsport SVO. These are the exact parts, made by the same OEMs, that made the original SVT Mustang Cobra "R" an instant success. And they're you need to give your 1994-1996 Mustang the same legendary looks and performance.

OTHER COBRA "R" PARTS AVAILABLE FROM FORD SVO

- Cobra "R" Hood M-16612-R58 (Pictured)
 351 HO SVO Engine M-6007-A351*
- Cobra "R" Master Cylinder M-2032-R58* Cobra "R" Brake Kit M-2300-K
- 55 Clutch Housing M-6392-R58*
- ine Oil Cooler M-6642-R58*
- - Aluminum Radiator M-8005-R58*
 - "De-Gas" Bottle M-8080-R58*
- The Wustang Cobra "R" front fascia is available through your local Ford Dealer.



To order your Ford Motorsport Equipment catalog, send \$5.00 in U.S. funds to:

Ford Motor Company Dept. MM P.O. Box 51394 Livonia, MI 48151

Technical "Hot Line" (810) 468-1356

*Not legal for sale or use on pollution-controlled motor vehicles. **Direct replacement part.





M-18124-R58 Koni Rear Shocks M-18125-P58



Exhaust Kit



Front Springs M-5310-R58



351W Shorty Headers M-9430-R58**

Jack had the monster (aka: Mustang GT) at the world's longest red light. And he was putting every watt in that MACH 460 sound system to very good use. That's when Jack saw.



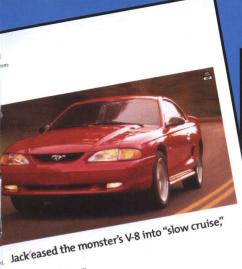
The trooper's hand twitched over his holstered radar gun. When the light finally chang Just so Smokey could take one last, long look. After all, why try to inspire "feat" or "rest

4-WHEEL DISC BRAKES WITH AVAILABLE ABS

17" WHEELS WITH 245/45ZR17 TIRES"

ROCKIN' 460-WATT SOUND SYSTEM'

Steroid therapy. Ford kept pushing over-the-counter performance for 1997 through its Motorsport division, whose catalog was a speed freak's



ect" when "envy" is perfectly legal?



dream book. Just as well, as Mustangs changed little that year. Even so, ads still stressed the stock GT's high bang-for-buck quotient.



Proven power and perform

hen it comes powering up stangs for peak formance, Ford s track record ks for itself.

GT-40 "Street parts were st high pernce parts on rket for the g 5.0.

ecause arts are and

ured by Ford Motor Company and select iers to meet our stringent quality standards.

iding racers like Steeda Auto Sports and ing rely on SVO performance parts to get their Mustang 5.0L engines ready to race and win.



So why settle for less with your Mustang 5.0L? Satisfy your need for high performance with the same proven parts the professionals trust - GT-40 "Street Legal" parts from Ford Motorsport SVO.



GT-40 "Street Legal" parts from Ford Motorsport SVO

- Dyno tested at 270 Horsepower Meets emission requirements of regular production
- 5.0L Mustang engines Available only for 1982–1995 models with mass-air electronic fuel injection and T-5 manual transmission



M-9926-A302



(1.60:1 ratio) M-6564-B351



Shorty Headers (Stainless Steel) M-9430-SSC M-9430-C50



Throttle Body EGR Spacer M-9474-A50



GT-40 EFI Upper



EFI Electric Fuel Pump M-9407-A50



M-6049-Y302



M-7003-7



ne Belt Horsepowe Pulley Kit M-8509-A50



GT-40 EFI Lower Intake Manifold M-9461-A50

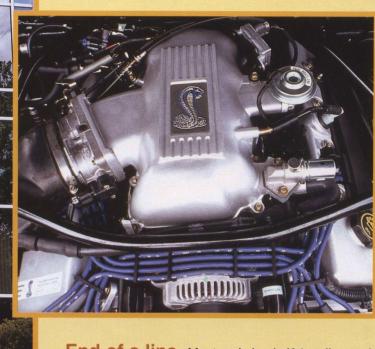
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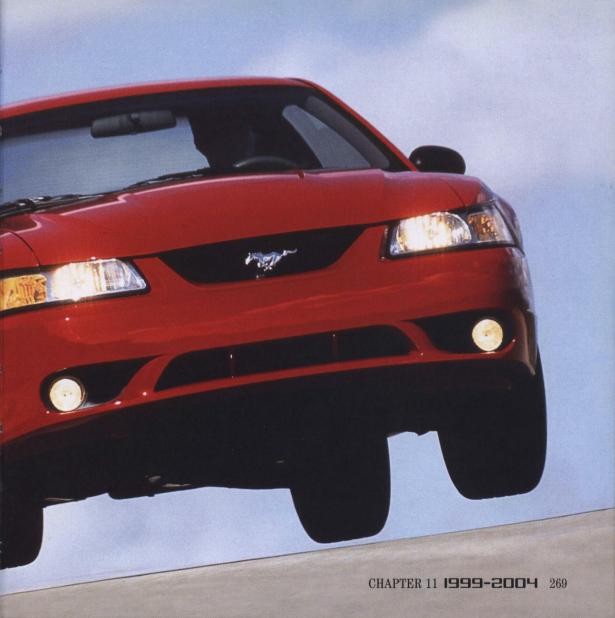
End of a line. Mustang's basic '94 styling took a final bow for 1998. GTs muscled up to 225 horses. Changes were few otherwise, but sales jumped to 175,522. SVT Cobras were still limited to 10,000, but sold out for the second year in a row.

1999-2004

Let's party, 'cause it's

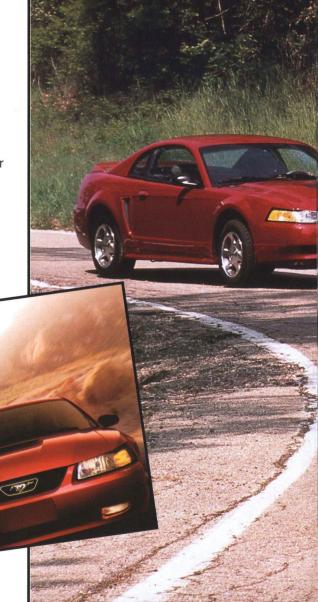
1999! Ford did just that for Mustang's 35th-birthday year, despite red ink on the balance sheet and turmoil in the executive suite. With fresh styling, more power, and appreciated new features for '99, Mustang was in its best shape in many a year. No wonder tens of thousands of Mustangers gathered coast-to-coast to celebrate an ageless all-American automotive icon.







edge. Mustang adopted Ford's crisp-lined "New Edge Design" theme for 1999, which nicely updated the basic five-year-old SN95 shape. Front fog lights and larger wheels mark the convertible (right) as a GT. A V-6 coupe brings up the rear, but remained the top-selling model in the line.



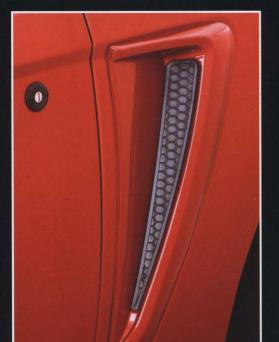


Details, details. All

1999 Mustangs were considered 35th Anniversary editions, but special frontfender emblems were affixed only to base and GT models, not SVT's Cobras. Some 5000 of the GTs left the factory with a celebratory 35th Anniversary package that delivered specific wheels and trim for \$2695.

Ford designers really sweated details in giving a "New Edge" to the old SN95 body. But they also aimed for a "retro" air, evident in the return of upright taillamps and a prominent C-ANNUTE S shape bodyside line terminating in a nonfunctional

rear-fender scoop.











CHAPTER 11 **1999-2004** 273

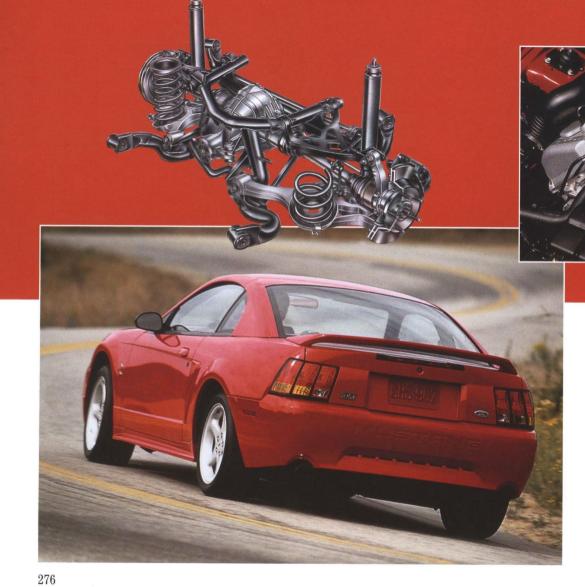


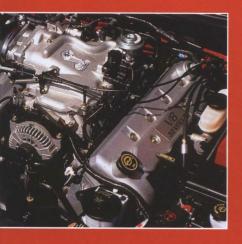


Potent posh. The

Mustang's cockpit looked much the same for '99, but added insulation made it easier to hear the moremuscular engine. V-6 horsepower jumped by 40 to 190, while the V-8 tacked on 35 for 250 total.





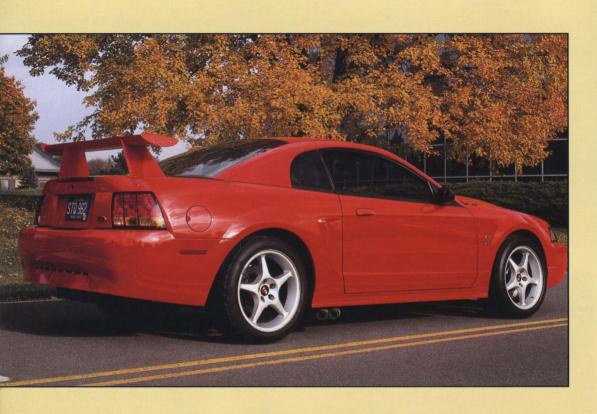






Snake charms. SVT

Cobra updates for 1999 began with an exclusive independent rear suspension (top left), a first for Mustang. Plus, a V-8 boosted horsepower to 320, up 15. New white-faced gauges and special interior trim were also Cobra-specific.



Sensational stand-in. The Cobra was sidelined for 2000 while SVT fixed an engine problem from '99. But in its place came a heroically winged new Cobra R with 385 horses and subfive-second 0-60-mph sizzle. Just 300 were built, all red coupes.







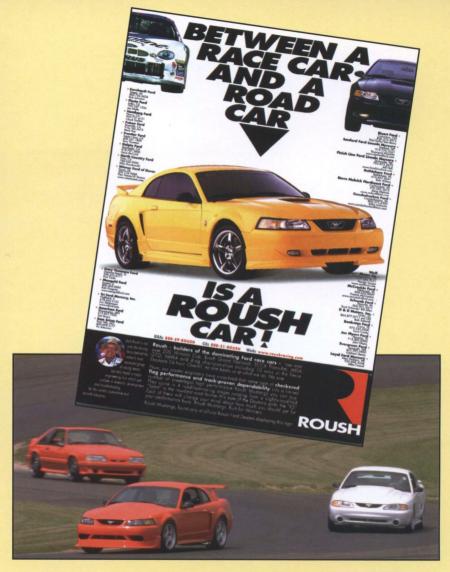






Victory force. Drag racer John Force and his Mustang funny cars won their 10th class championship in 2000. Master-tuner Jack Roush, meanwhile, continued offering serious performance parts for road and track alike. 280





Movie memories. A star turn for 2001 was the GT-based "Bullitt" recalling the hero Mustang fastback of the 1968 Steve McQueen film. Only 6500 were built—all coupes—with many specific features and a starting price of \$26,230.



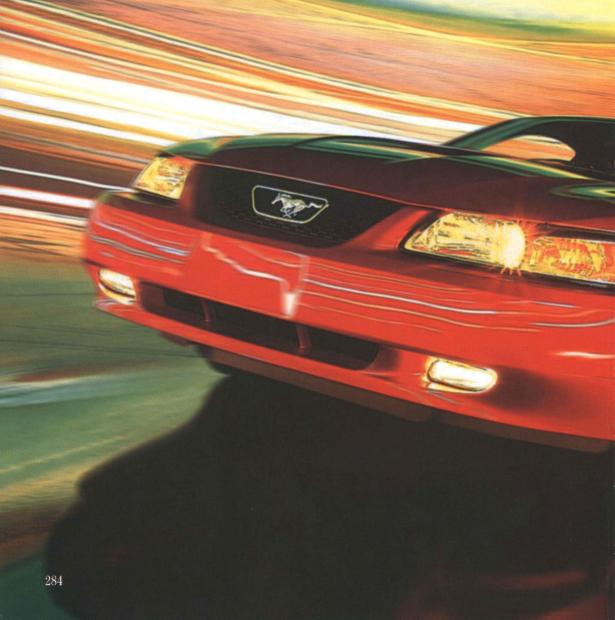


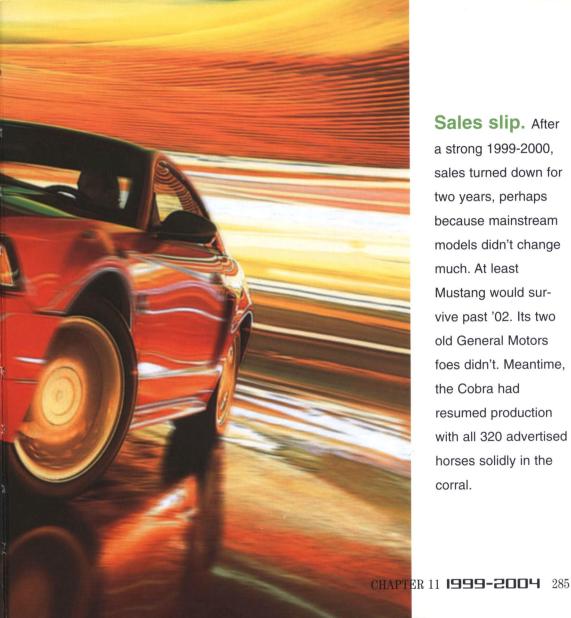








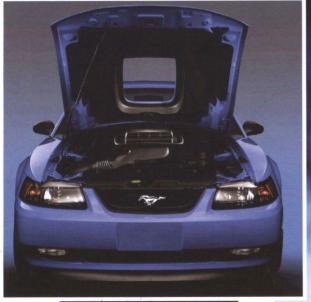




Sales slip. After a strong 1999-2000, sales turned down for two years, perhaps because mainstream models didn't change much. At least Mustang would survive past '02. Its two old General Motors foes didn't. Meantime, the Cobra had resumed production with all 320 advertised horses solidly in the corral.

the 2003

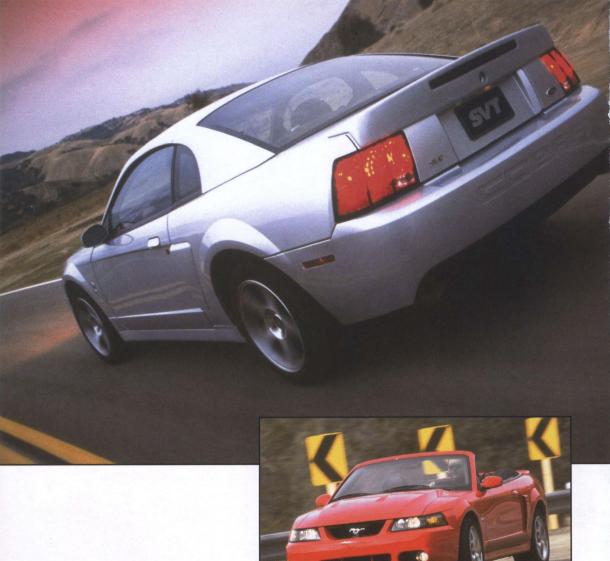


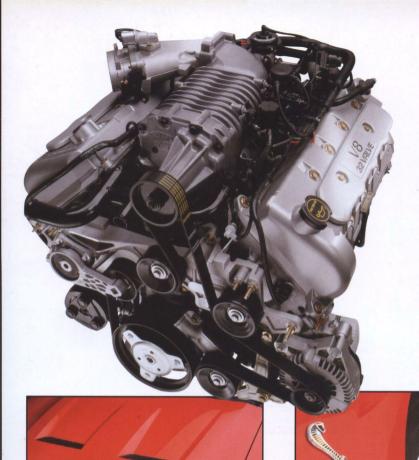




Mach 1 more time. Ford p







SVT blows it.

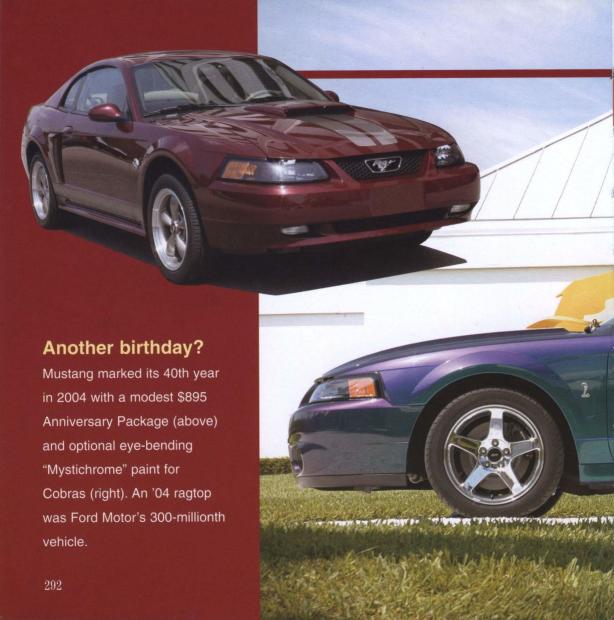
The hottest factory
Mustang yet bowed
for 2003 with newly
supercharged SVT
Cobras. The "blower"
swelled horsepower
to 390 and shrunk
0-60 mph to as little
as 4.5 seconds.
Prices started from
\$33,460.

Happy 100th for the house that Henry built.

Ford Motor Company turned a century young in 2003, and staged gala celebrations all year long. Among the quieter observances was a limited-edition Centennial Package for Mustang GTs (right). That year's V-6 models offered a new Pony Appearance Package that bundled most GT styling features with Bullitt-type five-spoke wheels, all for a modest \$595. As usual, V-6s outsold the V-8 GTs.





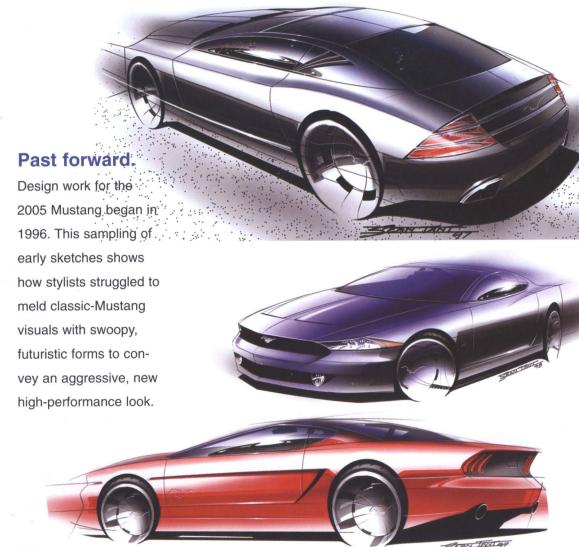






A brand-new breed apart. It hardly seemed possible to some, but Mustang was reborn for 2005 with a road-to-roof redesign—the most complete transformation in the ponycar's fabled history. The result was an appealing blend of nostalgic styling and state-of-the-art engineering.







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Icon candy. The 2005 Mustang began to emerge in April 2000 as project S197, but designers kept on exploring and refining ideas into November (opposite page). All of these clay models show a basic look that would survive to the showroom. But devilish details were endlessly debated—especially side-window treatments, tail forms, and front-end appearance.





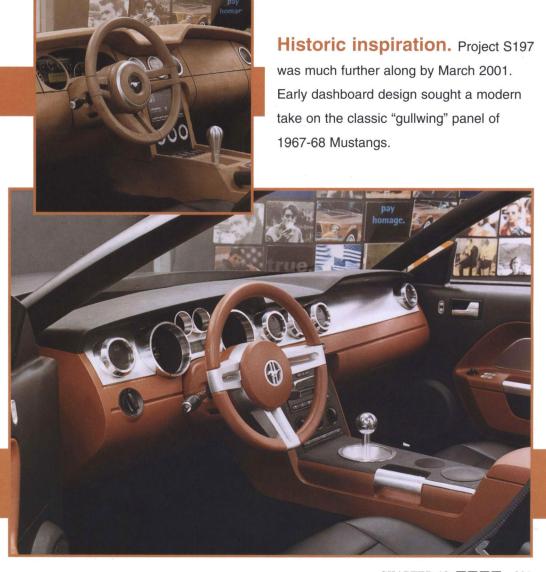














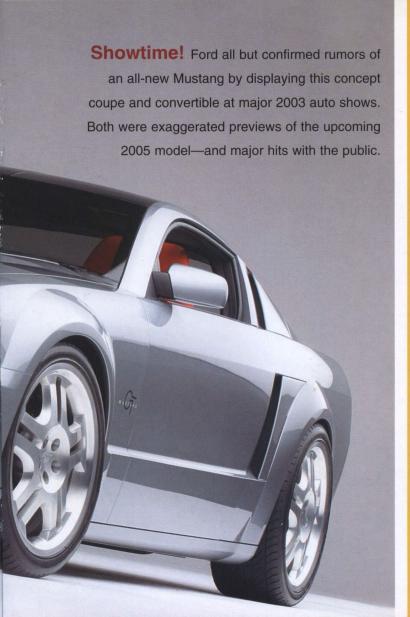




Place in the sun. Car designers insist on checking their work in the light of day to see if it looks as good as it did in the studio. The S197 Mustang faced this acid test—and a few of its predecessors—in spring 2001. Save a few details, it got a big thumbs-up.







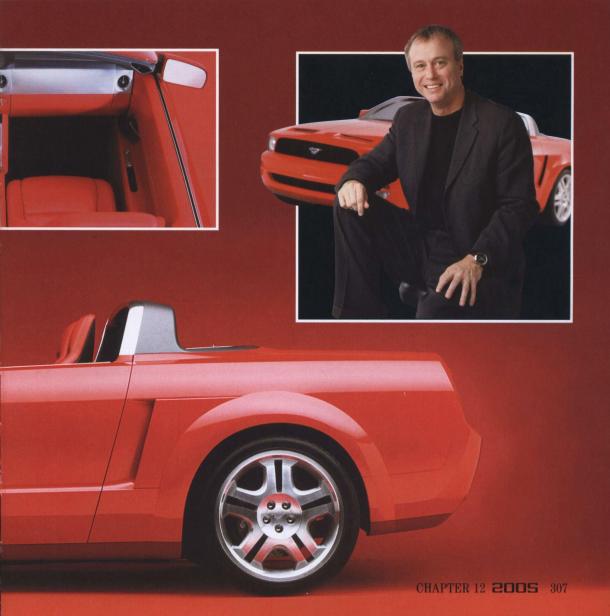


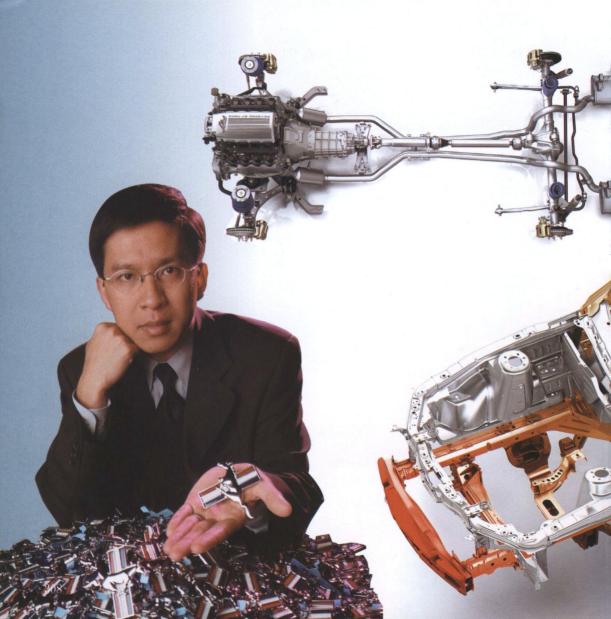
The real thing? Design chief

J Mays was pleased with crowd reaction to the 2003 convertible concept. But he wouldn't say how much of the design was locked-in. No wonder. Features like the rear cross-body hoop had already been rejected for production, while other elements were strictly show-car fantasy.

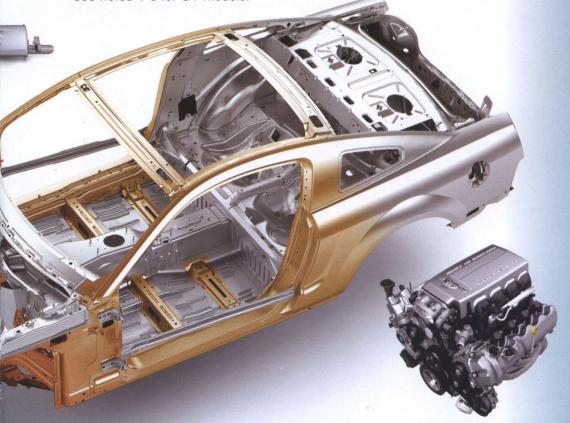








The newest Mustang ever. S197 was the first Mustang having no structural kinship to an existing Ford Motor Company car. Chief engineer Hau Thai-Tang made it plenty strong to handle a new 202-hp V-6—Mustang's most potent base engine ever—and a new 300-horse V-8 for GT models.













Trial by fire—and ice. S197

development cars were put through
some 6000 different tests. Among
them were cold-weather runs in
Sweden, where drivers couldn't resist
doing a few smoky burnouts.





Mustang mania strikes again! The 2005 Mustang launched only as a coupe. It was priced from under \$20,000 for the base V-6 version, and from around \$25K for the hot GT (above). Ford couldn't build them fast enough. New features included dashboard lighting that could be changed from green to one of 125 other hues.



















Cool class. All '05 Mustangs looked like a million—even low-cost base V-6 coupes like this one. Critics and customers alike loved the retro styling cues inside and out. Yet, Mustang had a youthful freshness all its own.







penalty to just 175 pounds, yet they were easily the tightest, quietest Mustang droptops ever.





Snake's alive! Due for 2007 is the hot new Shelby Cobra GT500 coupe. Aggressive styling features are fully matched by a supercharged V-8 with some 450 hp. Shades of the 1960s!



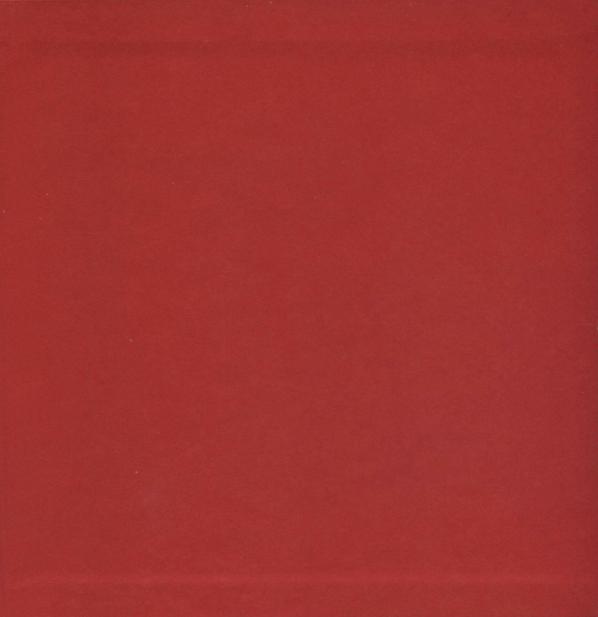
2

IGT 500





Ride on! What's next for Mustang? Hard to say, but it's bound to be exciting. After 40 years, the original ponycar is still with us—and going stronger than ever.



MUSTANG

Saddle up for a lively look at the frisky Ford that's been winning America's heart for 40 years. Includes a complete full-color review of the original "ponycar" with hundreds of photos and nostalgic brochure pages.





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