

50 YEARS OF MUSTANG

By: Carla Marvin / Photos Courtesy of Ford Motor Company

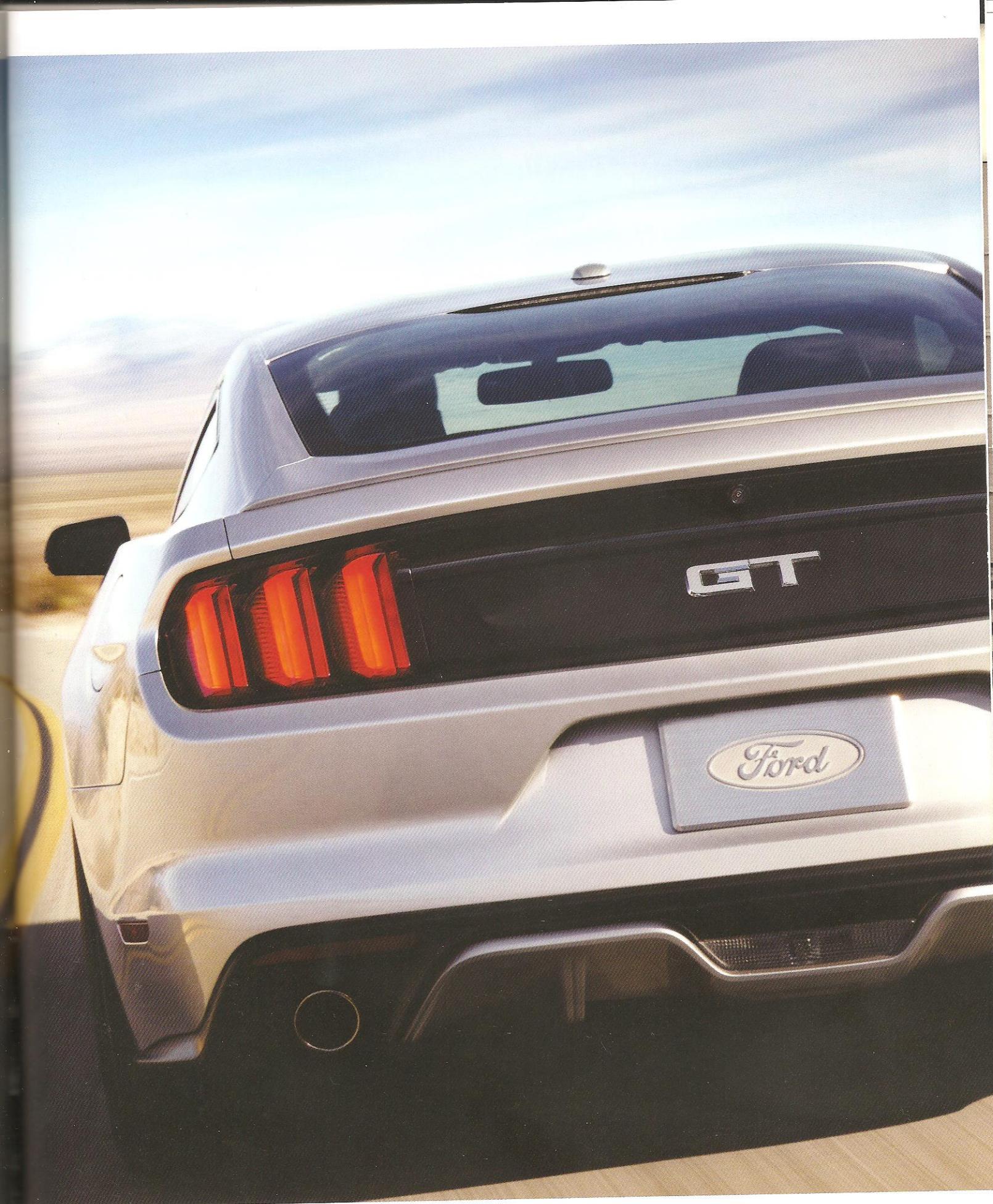
FUTURE CLASSIC



Future classic? How about amazing horsepower in an all new sleek pony design? That's one way to describe Ford's 50th anniversary Mustang. The 2015 edition is a work of innovation and craftsmanship, with everything from an available 2.3-liter Ecoboost® engine, to precise steering controls and adjustable seating comfort. Boasting 420 horsepower and up to 390 lb-ft. torque on its 5-liter V8, the highly anticipated release of this car has Mustang fans everywhere in awe.

Unveiled on Dec. 5, 2013, Ford's latest design has found a way to reinvigorate that classic car love for fans of old, and instill it in a whole new generation of drivers. "Ford Mustang inspires passion like no other car," said Raj Nair, Ford group vice president, global product development. Imagine a Mustang that gives you 420 horsepower in a 5-liter V8 engine. If you prefer something a little easier on fuel expense, you can also opt for the brand new Ecoboost® 2.3-liter engine. The Ecoboost® uses direct-injection, variable cam timing and turbocharging to offer drivers plenty of performance along with segment-leading fuel efficiency. This engine's unique intake manifold and turbocharger housing allow the Mustang to give drivers the high performance they want at a whopping 305 horsepower and 300-lb ft. torque. "This EcoBoost engine delivers where a Mustang driver expects it to, with a broad, flat torque curve that pours out when you stand on it for easy passing or hustling down a twisty road," said Dave Pericak, Ford Mustang chief engineer.





"YOU ONLY GET ONE CHANCE TO MAKE
A FIRST IMPRESSION, AND WHEN YOU
SEE THIS CAR YOU IMMEDIATELY SEE A
MUSTANG STRONG AND TRUE"

~ MORAY CALLUM, FORD EXECUTIVE DIRECTOR, DESIGN, THE AMERICAS.





Key design features of the new Mustang include:

Lower, wider stance with reduction in roof height; wider fenders and track

Return of fastback with sleeker profile enabled by more steeply sloped windshield and rear glass

Three-dimensional, tri-bar tail lamps with sequential turn signals

Contemporary execution of the signature shark-bite front fascia and trapezoidal grille

Through 50 years of continuous production, Ford has sold more than 9 million Mustangs. "We crafted this car with the goal of creating a contemporary interpretation of Mustang – an American automotive icon that symbolizes optimism and freedom for millions of people around the world," said Jim Farley, executive vice president of Ford global marketing, sales and service and Lincoln.

The Mustang maintains its high level of sophisticated fun while remaining one of the sleekest designs on the market. Information

and controls are easily accessible to any driver via an aviation style "cockpit." From Intelligent Access with push-button start to SYNC® and MyKey® in every Mustang built, plus available Track Apps, MyColor gauges and new Shaker Pro audio system, drivers will be able to completely customize their time behind the wheel.

For the convertible lovers out there, you will be pleased to see that the updated Mustang has a multi-layered cloth top that offers a slick new look and a quieter cabin.

April 2014 marks 50 years since the very first Mustang rolled off the assembly line. "From day one, we knew if we were going to build a new Mustang, we had to do it right," said Pericak. "We built a new Mustang from the ground up that is quicker, better-looking, more refined, and more efficient, without losing any of the raw appeal that people have associated with Mustang for half a century."

On the lasting reputation of the Mustang, Nair put it quite eloquently when he said, "The visceral look, sound and performance of Mustang resonates with people, even if they've never driven one. Mustang is definitely more than just a car – it is the heart and soul of Ford."

