



# MUSTANG

The Ford Mustang was introduced in April 1964 at the New York World's Fair and set an all-time record for first year new model sales. Initially demand exceeded supply by an estimated 15 to 1. The Mustang was designed as a low-cost, high volume compact to fill a gap in the Ford line-up since the withdrawal of the two-seater Thunderbird in 1957. The sleek, sporty design with sweeping hood, sculpted side panels and two door simplicity was targeted at the young car owner. At launch, the standard model cost about half as much as an equivalent Chevrolet Corvette. The car was known by the Ford President as "the little jewel".

The prototype car was a two seater equipped with a 2.0 litre, four cylinder engine which developed 90 horsepower. Once it was decided that a four seater design was the way forward, the standard engine chosen was a straight six with the option of the "Challenger" V-8 which could develop 164 bhp. The Mustang was a car that looked like it should go fast and the market at which the car was aimed, wanted it to go fast. A year after the launch, Carroll Shelby created the GT350 and in 1967 unleashed the GT500 which could achieve 400 bhp. Ford recognised this need for speed when in 1969 the 'Boss' 302 was launched which was capable of 350 bhp followed by the 'Boss' 429 developed for NASCAR.

This year is the 40th anniversary of the Ford Mustang and the model line-up is as strong as ever, led by the Mustang SVT Cobra equipped with a 390 bhp supercharged V8.

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