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# **Ford Mustang 45th Anniversary Celebration Kicks Off**

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### **Ford Picture**

Ford Mustang 45th anniversary will be cause for a party at Barber Motorsports Park in Alabama.  
Pictured: 45th anniversary badge. | September 15, 2009 | Ford Motor Company

News

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## **Ford Mustang 45th Anniversary Celebration Kicks Off**

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**BIRMINGHAM, Alabama** — The **Ford Mustang**, one of the best-known American automotive

**brands, with a name recognition almost as high as the Ford name itself, celebrates its 45th anniversary on Friday, April 17. Mustang enthusiasts will gather at Barber Motorsports Park here for a four-day celebration.**

Ford said several original owners of the 1964.5 Mustang will be at the event.

"Since April 17, 1964, [the Mustang] has been a symbol of American freedom and fun," said Jim Farley, Ford group vice president of marketing and communications, in a statement.

Mustang has enjoyed a band of devoted followers, with many celebrity owners, including actor Kevin Costner, baseball great Reggie Jackson and U.S. President Bill Clinton.

Mustang's official launch occurred on April 17, 1964, at the New York World's Fair, although Americans were given a preview the night before, when Ford bought the 9:30 p.m. time slot on all three television networks. An estimated 27 million Americans watched the broadcast debut of the Mustang, "setting off one of the greatest consumer stampedes for an automobile," according to the book *Car Crazy: The Official Motor City High-Octane, Turbocharged, Chrome-Plated, Back Road Book of Car Culture*. By March of 1966, the millionth Mustang had been sold.

Ford said in a statement that it plans several events here to mark the Mustang's milestone. World champion drifter [Vaughn Gittin, Jr.](#) will be on hand to give demonstrations and rides. Speed TV personality Tommy Kendall will provide hot laps for select attendees in [Mustang FR500S](#) racing cars.

Ford has kicked off a Mustang contest, too. Through August 15, consumers can submit "their own Mustang dream experience" in 250 words or less via Ford's "The Unleashed" [Web site](#). "Winning submissions will be selected every few weeks, and winners will be able to turn their Mustang experience into reality," said the automaker.

***Inside Line says:*** A much-deserved party for the Mustang, although the celebration may feel a bit strained given the hard times in the auto industry. — *Anita Lienert, Correspondent*

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