

FRONTLINE

Insights on Ford products for the people who sell them.

June/July 2008



Mustang...45 and Lookin' Hot!

*(Cover story begins
on page 16)*



**E-Series — Working
Harder and Smarter Than
Ever Before** *(See page 10)*

**Escape and Escape Hybrid —
More Power, Enhanced Performance**
(See page 12)

Spotlight On...

Inside information you can pass on to customers.

The Legend Lives On

To some, this legendary muscle car has come a long way over the course of its 45 years — to others it has come full circle. No matter how you look at it, we're ready to celebrate the 2009 model year of America's pony car.

From establishing an entirely new market to cruisin' the boulevard to blistering the drag strip, Mustang has left an indelible mark on the American landscape. Its heritage speaks for itself. This car, regardless of model or year, is an icon to anyone who appreciates one of our greatest symbols of freedom — the automobile.

On its 45-year anniversary, we wanted to give you the history of our country's most popular, most recognized and most affordable factory hot rods on the road.

So sit back and enjoy a quick stroll down Mustang Memory Lane...



THE 9 MILLIONTH MUSTANG

The longest-running nameplate in Ford history — rolled off the line this year!

1960

1964 1/2 MUSTANG, 260 V8, 164 HP

The early 1960s

— while cars like the Ford Falcon offered a small alternative to the large cars of the era, many people wanted something with a little more "capacity for the sporting aspect of motoring."



1964 → 73



1970 BOSS 302, 302 V8, 290 HP

1964

— Coming out after the initial new model unveiling, the first model year of Mustang was given a 1964 1/2 designation.

That '64 1/2 was a hit, with over 1 million sold by the end of that model's run in 1966.

Once Carroll Shelby started tweaking Mustangs, all of a sudden this fun, sporty car also became a sporty hot rod, spurring on other siblings, like the GT350, Bullitt™, Mach 1, Cobra Jet, Boss 302 and many, many more.

1974 → 78



1975 MUSTANG 2.3L I-4, 88 HP

1974 saw two things that didn't bode well for those who loved their cars — the nation's first gas crisis had begun and the downsizing of the Mustang occurred. The redesign was, in part, a response to the gas shortage and the beginning of the emissions era.

Additional Resource

For more information on the Mustang and its heritage, watch for future *Frontline* issues, refer to the Mustang home page on [eSourceBook](http://eSourceBook.dealerconnection.com) or visit fordvehicles.com

Mustang 45TH Anniversary

1979 → 93



1986 SVO, 2.3L I-4 TURBO, 200 HP

It was 1979 when the next generation of Mustang, the "Fox" platform, began to work true muscle back into the equation. The design was a success and in 1993, its final year, an impressive 114,228 units rolled off the showroom floors — an outstanding testament to the popularity of its overall design and platform.



2003 COBRA, SUPERCHARGED 4.6L V8, 309 HP

1994 saw SVT give a next generation (Fox-4) more power as Mustang again took to the streets with renewed attitude and the ability to ignite rubber by simply stepping on the throttle.

1994 → 04



2007 V6 PONY PACKAGE, 4.0L V6, 210 HP

2005 quickened the pulse of every automotive devotee (not to mention most of the American public) as the latest-generation Mustang had throwback styling married with the latest in advanced performance technology. The result was a hot rod of incomparable value.

2005 → 09



2009 GT, 4.6L 3V V8, 300 HP

In 2009, America celebrates 45 years of Mustang, carrying on a tradition started in 1964 — a tradition that celebrates the automobile, the freedom it gives and the joy of driving.

More Than Muscle

It's easy to identify your target market when other industries are using your product as a springboard for their own new products. For example, certain nail polish manufacturers have matched their colors to available Mustang colors. This "ultimate accessory" — having nails that match your Mustang — is obviously targeting women, and

women have always targeted Mustang. Over 50 percent of all V6 Mustangs are sold to women, while women also make up 34 percent of total Mustang sales. From its beginning, this manageable package appealed to many women, providing a car that made a tasteful, personal statement, but also provided spirited performance, reliability and value. In its history, the earliest Mustangs stayed true to the idea of personal style. But, by the

early '70s, something had changed. The car had grown to accommodate bigger engines and stronger performance and the "style" element seemed to be taking a back seat. Many were disappointed to see the original beauty bloat to nearly full-size proportions. In fact, it's well documented that one of Lee Iacocca's female associates reinforced the appeal of manageable, stylish, personal cars, especially to women. It was that type of input that influenced the rethinking and downsizing of the 1974 generation of Mustang.

While there are some enthusiasts that think of the mid-'70s as an unusual era for Mustangs, their size, their look and their fuel-efficient engines were perfectly timed, appealed to many and sold like hotcakes. From that time forward, Mustang has remained very true to its original DNA of personal style and performance. Even today, in celebration of our 45th year of Mustang, the extraordinary design continues to appeal to both performance-oriented and style-oriented drivers. From "Bullitt" to "Warriors in Pink," there's a steed for every need.

Warriors in Pink

As we celebrate our Mustang's 45th anniversary, Komen's will celebrate its 25th. To help the cause, Ford will donate \$500 for every Warriors in Pink package purchased. It's anticipated that more than half a million dollars from the sales of these Mustangs will be donated directly to the Susan G. Komen for the Cure foundation. Ford also offers an array of Warriors in Pink gear (Fordcares.com) to help support the cause.



Warriors in Pink

As we celebrate our Mustang's 45th anniversary, Komen's will celebrate its 25th. To help the cause, Ford will donate \$500 for every Warriors in Pink package purchased. It's anticipated that more than half a million dollars from the sales of these Mustangs will be donated directly to the Susan G. Komen for the Cure foundation. Ford also offers an array of Warriors in Pink gear (Fordcares.com) to help support the cause.

Spotlight On...

Inside information you can pass on to customers.

Seeing *IS* Believing

And seeing is something some Mustang owners can do a lot of — the **2009 Ford Glass Roof Mustang** adds a new dimension to America's favorite sports car. This third roof option responds to your customers' growing desire for more natural light. Available on V6 Mustang and Mustang GT beginning in June at \$1,995 MSRP.

- The Glass Roof complements the Coupe's good looks, while maintaining versatility, head room and climate-controlled environment at about half the price of a Convertible
- The roof is made of laminated safety glass that has a thin layer of vinyl sandwiched between two pieces of glass
- The laminated glass also improves acoustics and interior quietness
- The specially formulated glass protects interior fabrics from the sun's rays
- Made of tinted privacy glass, the roof reduces infrared rays as well as vehicle cool-down time
- The manual roller blind allows owners additional control of exposure and privacy
- The roof adds the feel of a convertible while maintaining Mustang's legendary aggressive style and athletic stance
- The smooth, flowing lines and iconic hot rod heritage are still apparent
- Mustang is ready to roll with a new way of seeing the world



Impressive Power and Fuel Economy

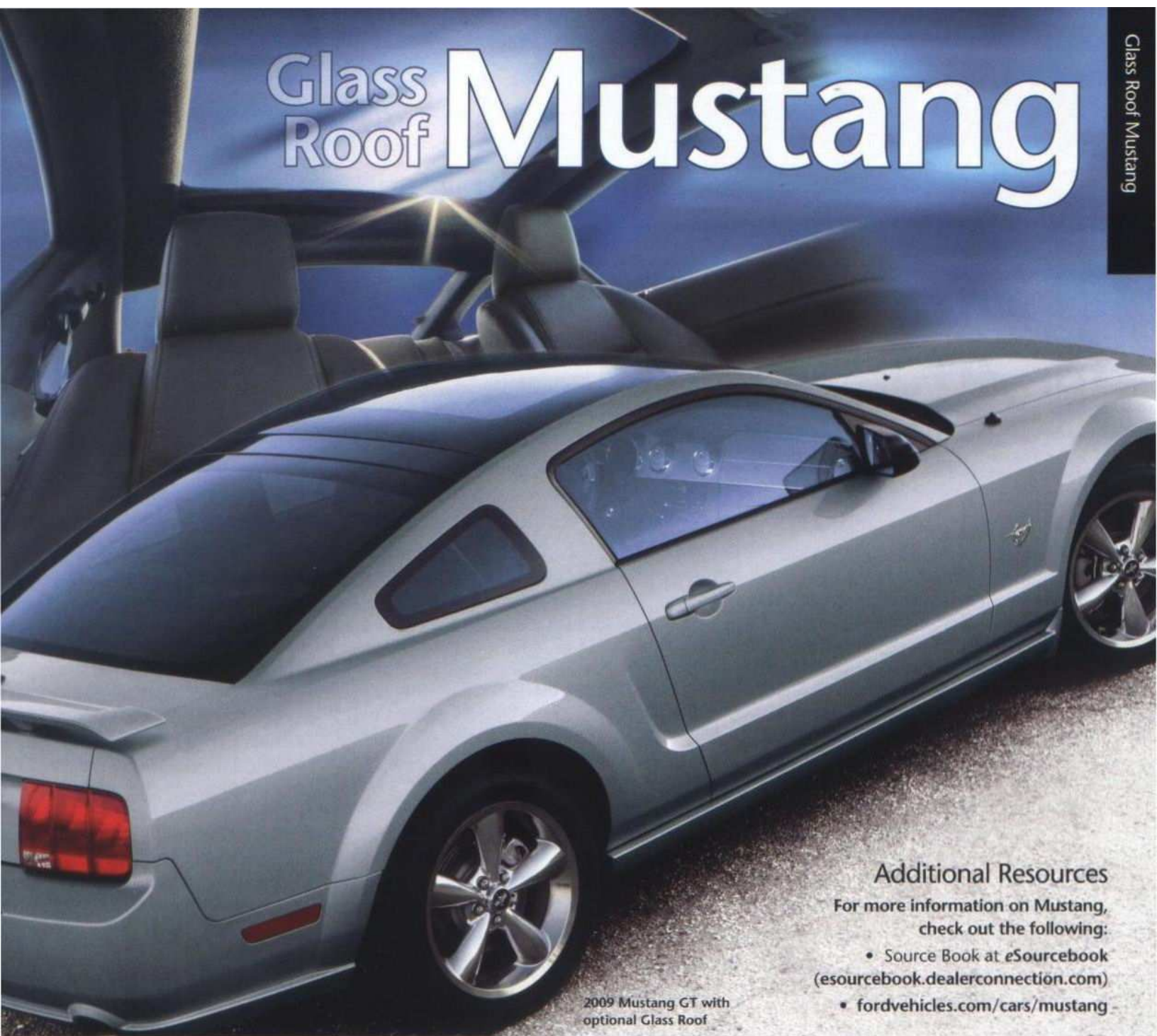
The Glass Roof is Available on

- V6 Premium Coupe
- GT Premium Coupe (V8)

It is Not Available with:

- Bullitt™
- GT California Special
- Racing Stripes

Glass Roof Mustang



2009 Mustang GT with optional Glass Roof

Additional Resources

For more information on Mustang, check out the following:

- Source Book at [eSourcebook \(eSourcebook.dealerconnection.com\)](http://eSourcebook.dealerconnection.com)
- fordvehicles.com/cars/mustang

Mustang Fuel

Today all drivers, including performance buffs, are aware of fuel economy. Mustang offers some impressive numbers:

Mustang	City	Highway	Horsepower/ Torque	
V6	4.0L, V6, 5-spd. Manual	17 ⁽¹⁾	26 ⁽¹⁾	210/240
	4.0L, V6, 5-spd. Automatic	16 ⁽¹⁾	24 ⁽¹⁾	
GT	4.6L, V8, 5-spd. Manual	15	23	300/320
	4.6L, V8, 5-spd. Automatic	15	22	

(1) 2008 fuel economy numbers shown. 2009 numbers for the Mustang are anticipated to achieve these same ratings.

Want More Power?

Mustang brings a lot of standard power to each and every model. But some customers are always looking for more. Tell them to check out www.fordperformance.com. They'll find all sorts of cool stuff regarding Mustang clubs, events and, most important, performance parts.

Want to Jazz Things Up a Bit More?

There's also a variety of very cool interior and exterior accessories for Mustang available at www.fordaccessoriesstore.com.

