

# Ford Mustang



10/11



## Unexpected Look!



This is the car you never expected from Detroit. It is so distinctively beautiful it has received the Tiffany Award for Excellence in American Design, the first automobile ever to be so honored by Tiffany & Co. Mustang has the look, the fire, the flavor of one of the great European road cars. Yet it is as American as

its name . . . and as practical as its price. Mustang is the newest expression of Ford's policy of creating contemporary classics. In the Mustang Ford has created a totally new car for a new generation of Americans . . . to more completely answer modern American needs and tastes.

You have rarely seen an automobile from Detroit to match Mustang's styling beauty at any price. Yet Mustang's price is so unexpectedly low, you'll find it hard to believe—even harder to believe when you add up all of the standard equipment which the low Mustang price includes!

*New Ford Mustang . . . a totally new kind of total performance Ford!*



## Unexpected Price! \$2368\* f.o.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.

Standard Mustang also includes the thrills of a 170-cubic-inch Mustang Six and 3-speed manual floor shift . . . Ford's famous "every 6 months or 6,000 miles" service schedule and self-adjusting brakes, among other running economies.

And you can have your Mustang in any one of 15 colors from Raven Black to bright Sunlight Yellow!

**\$2368\* f.o.b. Detroit** is the suggested retail price for a completely equipped standard Mustang Hardtop (left.) This price *includes* luxury features either not available or available at extra cost in most other makes of cars:

Deep Foam Bucket Seats • Padded Instrument Panel • Full Wheel Covers • Choice of 5 Color-Keyed All-Vinyl Interiors plus a Cloth-Vinyl Interior in Hardtop • Color-Keyed Wall-to-Wall Carpeting.

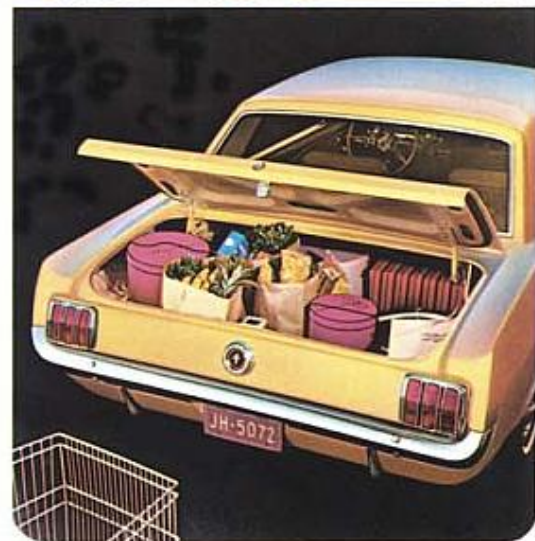
**\$2368\* f.o.b. Detroit** also includes these features which often cost extra in other cars:

Sports Steering Wheel with Bright-Metal Horn Arms • Cigarette Lighter • 2 Automatic Courtesy Lights • Glove Box Light • Floor Shift 3-Speed Manual Transmission.

**\$2368\* f.o.b. Detroit** also includes these features as standard equipment:

Wrap-Around Front Bumper • Bumper Guards Front and Rear • Curved Side Glass • Front Arm Rests • Heater-Defroster† • Twice-a-Year Service Schedule • Parallel-Action Windshield Wipers • Safety-Yoke Door Latches • Metal-to-Metal Black Seat Belts† • Self-Adjusting Brakes • 170-Cu. In. 6-Cylinder Engine.

†See "Price" back cover.



*Roomy comfort for four adults . . . surprisingly large trunk . . . prove Mustang's as practical as its price.*

\*Manufacturer's suggested retail price for Ford Mustang Hardtop as of publication date of this catalog. Destination charges from Detroit; state and local taxes and fees, if any; and optional equipment, such as white sidewall tires shown (\$33.90), are extra.

## Unexpected Choice!

Mustang was designed to be designed by you. From the long list of options below you can individualize a Mustang for exceptional luxury, scalding sports-car performance . . . or anything in between. Check off your choice and see your Ford Dealer. It's easy and fun to *personalize* your Mustang—and you'll be surprised to find how little it costs.

### MUSTANG OPTIONS

#### ENGINES:

- 164-hp 260 V-8 (2-bbl. carb.)
- 210-hp 289 V-8 (4-bbl. carb.)
- 271-hp 289 High Performance V-8\*†

#### TRANSMISSIONS:

- 3-Speed Cruise-O-Matic
- 4-Speed Manual (except with 260 V-8)

#### POWER EQUIPMENT:

- Power Brakes
- Power Steering
- Power Top (Convertible)

#### CONVENIENCE:

- Full-Length Console
- Push-Button AM Radio
- Ford Air Conditioner
- Backup Lights
- 2-Speed Electric Wipers and Washers
- Tinted Windshield
- Tinted Glass All Around
- Remote-Control Outside Mirror

#### APPEARANCE:

- Vinyl Roof Covering (Hardtop)
- Deluxe Wheel Covers with Knock-Off Hubs
- 14-Inch Wire-Style Wheel Covers
- Accent Paint Stripe and Rocker Panel Molding Package
- White Sidewall Tires

#### SPORTS:

- Rally Pac (tachometer and clock combination)
- Special Handling Package\* (heavy-duty suspension, 22 to 1 overall steering ratio, 14-inch tires and wheels)
- 15-Inch Super Sport Tires and Wheels\*‡
- Vinyl Tonneau Cover (Convertible)

#### SAFETY:

- Padded Sun Visors
- Deluxe Color-Keyed Seat Belts with Retractors

**Others:** Remote-Control Deck Lid Release • Rear Seat Speaker (Hardtop) • StudioSonic Sound System (Hardtop) • Parking Brake Warning Light • Compass • Door Edge Guards • LH or RH Outside Mirror • Floor Mats • Windshield Washers • Non-Glare Inside Mirror • Rear Seat Belts • Spotlight • Glove Box Lock • 14-Inch Tires and Wheels • Rocker Panel Moldings • Heavy-Duty Batteries and many more.

\*Available June, 1964 †Includes Handling Package ‡Only with Handling Package



Three sports-blooded V-8's



1-Bar Cruise-O-Matic Drive



4-Speed Stick Shift



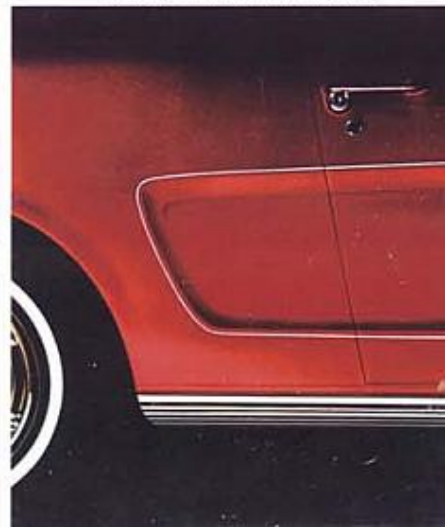
Rally Pac (tachometer and electric clock)

Ford Air Conditioner

Accent Stripe and Rocker Panel Molding Package



Convertible Power Top



## Unexpected Versatility!

Never before has there been a car whose personality you could change so easily to match your own. With Mustang options (previous pages) you can make Mustang rich enough for a rajah . . . or "tiger" enough for a rally buff. Want a luxury Mustang like the one at left? Start with white sidewall tires, power steering and brakes. Add T-bar Cruise-O-Matic, air conditioner and the like. Or maybe you want your Mustang spirited and sporty (as below). Pick the Special Handling Package, Rally Pac, 4-speed stick and one of the sports-blooded V-8's. That's how it's done. Now design your Mustang.

▽ Mustang Convertible as a sports car. Options in addition to those mentioned in text above: padded sun visors, backup lights, power top (choice: black, white, blue).



△ Hardtop as a luxury Mustang. Options in addition to those mentioned in text above: white vinyl-covered roof (also in black), accent paint stripe and rocker panel molding.







## Practically Yours!

Expect to see the Ford Mustang going everywhere . . . doing everything . . . with just about everybody. It's that kind of car!

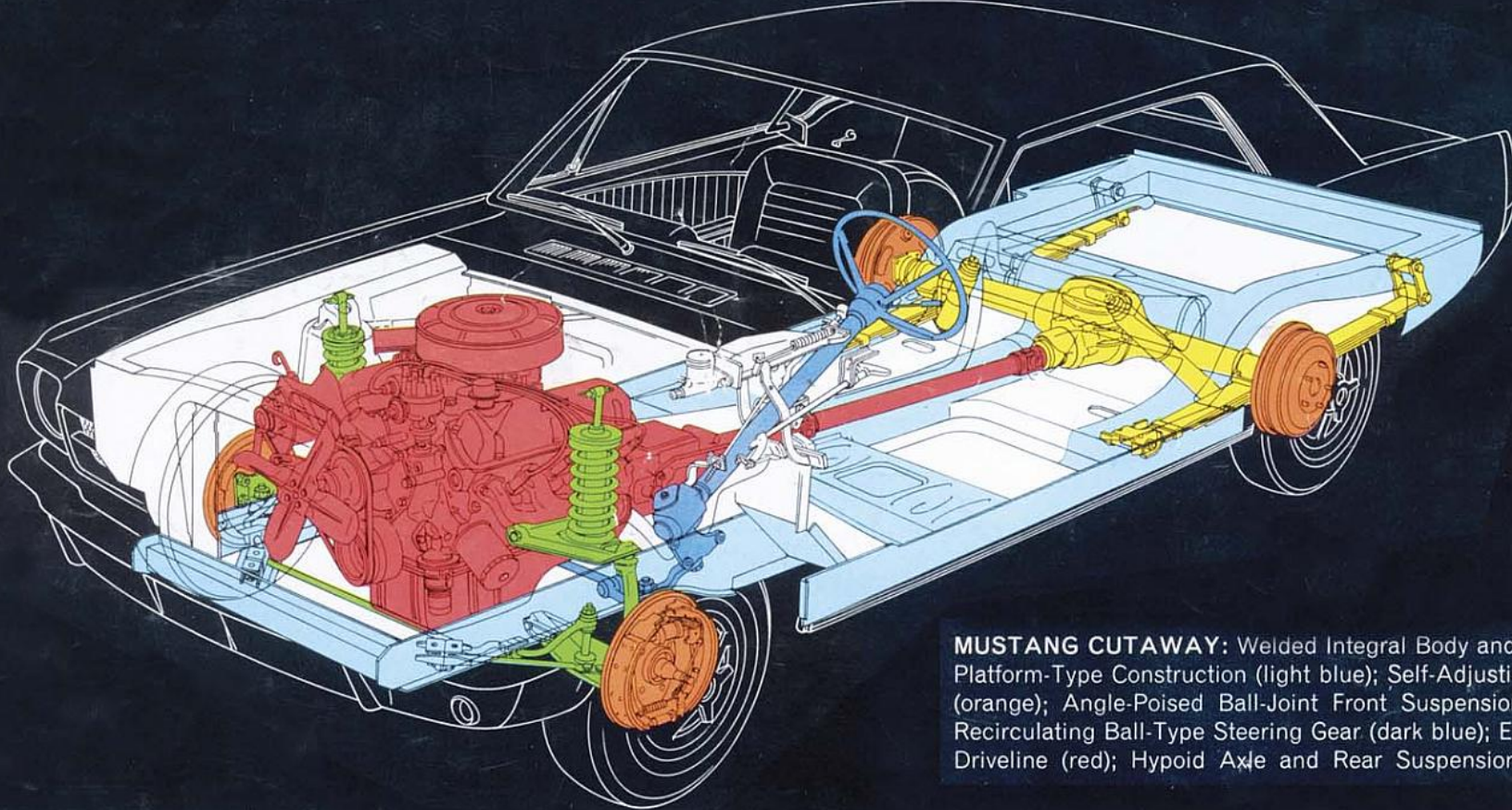
Mustang is the ideal first car . . . the perfect second car for two-car families; it's the gift supreme for a "summa cum laude" . . . a personal luxury car for the connoisseur. It goes *everywhere* in style . . . on a vacation or shopping trip . . . a go-to-work car . . . out-on-the-town car . . . a high-performance car.

No other car blends European luxury style with American room and reason more beautifully. Witness the complete comfort and convenience for four adults . . . the leather-soft vinyl interiors (practically stain and wearproof!) . . . the wide-opening doors and full-folding bucket seat-backs that generously assist people or packages in and out.

Mustang is engineered for practicality. Service stops come just twice a year (or each 6,000 miles). Brakes adjust themselves. Vital underbody parts are galvanized and muffler aluminized to prolong operating life. And Mustang quality is backed by your Ford Dealer's *total-car warranty* (back cover).

But best of all is the low Mustang price, which in itself says—"practically yours"!





**MUSTANG CUTAWAY:** Welded Integral Body and Frame of Platform-Type Construction (light blue); Self-Adjusting Brakes (orange); Angle-Poised Ball-Joint Front Suspension (green); Recirculating Ball-Type Steering Gear (dark blue); Engine and Driveline (red); Hypoid Axle and Rear Suspension (yellow).

## Mustang Specifications

**COLOR AND UPHOLSTERY SELECTIONS:** You have a choice of 15 Mustang colors in durable, brilliant Diamond Lustre Enamel. There are 5 all-vinyl trim choices for the Hardtop and Convertible, with an additional cloth and vinyl trim for the Hardtop. Your Ford Dealer will be happy to show you actual samples of new Mustang colors and upholstery.

**MUSTANG DESIGN FEATURES:** Fully Insulated and Weather-Sealed Body; Parallel-Action Single-Speed Electric Wipers; Deep-Dish Steering Wheel; Dual Sun Visors with Retention Clips; Suspended Accelerator, Clutch and Brake Pedals; Safety-Yoke Door Latches; Center-Fill Fueling; Counterbalanced Hood and Deck Lid; Sports-Type Bumpers with Guards; Easy-Action Convertible Top Latches.

**ENGINES:** 101-hp Mustang Six (std.)—170 cu. in. displ.; 3.50" bore x 2.94" stroke; 8.7 to 1 comp. ratio; reg. fuel; single-barrel carb.; auto. choke; self-adj. valves with hydraulic lifters.

164-hp 260 V-8 (opt.)—260 cu. in. displ.; 3.80" bore x 2.87" stroke; 8.8 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves with hydraulic lifters.

210-hp 289 V-8 (opt.)—289 cu. in. displ.; 4.00" bore x 2.87" stroke; 9.0 to 1 comp. ratio; 4-barrel carb.; reg. fuel. Other specifications same as 260 V-8 above.

271-hp 4V/289 High Performance V-8 (opt.)—289 cu. in. displ.; 10.5 to 1 comp. ratio; super prem. fuel; 4-barrel carb.; manual choke; manually adj. valves; dual exhaust.

**ENGINE FEATURES:** 6000-mile (or 6-month) full-flow disposable-type oil filter; 36,000-mile (or 3-year) disposable-type fuel filter and replaceable dry element air cleaner; 190° thermostat; 12-volt electrical system with 25-amp. (Six) or 30-amp. (V-8's) generator, 54-plate battery—40 amp-hr (Six), 55 amp-hr (V-8's)—and weatherproof ignition; fully aluminized muffler and tailpipe; crankcase emission control. All engines are electronically mass-balanced for long-lived smoothness.

**MANUAL TRANSMISSION:** 3-Speed Manual (std. with Six). Floor-mounted shift lever, standard "H" pattern. Synchronizers in 2nd and direct. **Synchromatic Drive** (std. with 260 V-8). Synchronized manual shifting in all forward gears; clutch-free downshifting to low while under way. Floor-mounted stick.

4-Speed Manual (opt. except 260 V-8). Sports-type close-ratio transmission, synchronized in all forward gears; floor-mounted stick.

**CRUISE-O-MATIC DRIVE:** (opt. except 271-hp V-8)—3-speed automatic with two selective drive ranges: 3-speed range starting in low for all normal driving; 2-speed range starting in intermediate for more surefooted driving on slippery surfaces. Floor-mounted T-bar selector with sequence: P-R-N-DRIVE-L.

**FRONT SUSPENSION:** Angle-Poised Ball-Joint type with coil springs mounted on upper arms, 36,000-mile (or 3-year) lube intervals. Strut-stabilized lower arms. Link-type, rubber-bushed ride stabilizer. Built-in anti-dive control.

**REAR SUSPENSION:** Longitudinal, 4-leaf springs with rubber-bushed front mounts, compression-type shackles at rear. Asymmetrical, variable-rate design with rear axle located forward of spring centers for anti-squat on take-off. Diagonally mounted shock absorbers.

**REAR AXLE:** Semi-floating hypoid rear axle; straddle-mounted drive pinion (V-8's). Permanently lubricated wheel bearings.

**STEERING:** Recirculating ball-type steering gear provides easy handling. Permanently lubricated steering linkage joints. Over-all steering ratio 27 to 1 (power steering 22 to 1). Turning diameter 38 ft.

**BRAKES:** Self-adjusting, self-energizing design. Composite drums, grooved for extra cooling; 9-in. (Six), 10-in. (V-8's). Total lining area: 131 sq. in. (Six), 154 sq. in. (V-8's).

**TIRES:** Tubeless, blackwall with Tyrex rayon cord, safety-type rims—6.50 x 13; 7.00 x 13 (V-8's and air conditioning).

**DIMENSIONS AND CAPACITIES:** Over-all length 181.6"; height 51.1"; width 68.2"; wheelbase 108"; treads—front 55.4" (Six), 56" (V-8), rear 56"; weight (approx.) 2562 lb. (Hardtop), 2740 lb. (Convertible); fuel 16 gal.; oil 4.5 qt. (Six), 5 qt. (V-8); cooling system (with heater) 9.5 qt. (Six), 14.5 qt. (V-8's); trunk luggage volume 8.5 cu. ft.

**PRICES:** Mustang includes heater-defroster and metal-to-metal black seat belts as standard equipment. However heater and/or seat belts may be deleted on car order if desired at an appropriate price reduction. All optional equipment and accessories, illustrated or referred to as options, optional or available are at extra cost. For the price of the Mustang with the equipment you desire, see your Ford Dealer.

**TWICE-A-YEAR MAINTENANCE:** Mustangs go 36,000 miles (or 3 years, whichever comes first) between major chassis lube; 6,000 miles (or 6 months) between oil changes and minor lube. Other service savings: engine coolant-antifreeze, installed at the factory, for 36,000 miles (or two years); self-adjusting brakes; aluminized muffler; galvanized vital underbody parts.

**DEALER WARRANTY:** Throughout Mustang is total-car quality which makes possible this dealer warranty: Ford Dealers warrant to owners as follows: That for 24 months or for 24,000 miles (3 months or 4,000 miles on 4V/289 High Performance V-8 engine and related power train components), whichever comes first, free replacement, including related labor, will be made by dealers of any part with a defect in workmanship or materials. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts, such as filters, spark plugs, ignition points, wiper blades, brake and clutch linings, and normal deterioration of soft trim and appearance items. The warranties referred to herein are applicable to products sold in the U.S.A. and in certain neighboring areas.

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\*Available June, 1964