

## The Mustang still has it

*After 35 years, the Mustang still has the ability to make people wish they had one of their own*

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No other car in automotive history has the staying power of the Ford Mustang.

The vehicle that made its debut at the New York World's Fair on April 17, 1964, still has the ability to make heads turn and make people wish they were driving one.

"Cars come and go," said Larry Woodside, special vehicle team specialist at McArthur Ford in Markham. "Not many have the staying power of 35 years."

Woodside, a Mustang lover himself, said the vehicle has always been a "cool car."

"For a lot of us who grew up in the '60s, the Mustang was really cool, really something."

While the Mustang developed a reputation of being a muscle car, Woodside said it has always been about the look of the vehicle.

"The reputation was developed that the Mustang was (about) performance and power, but it's about style, about look. It has always been a fun car to drive, fun to look at."

### EVERYBODY LOVES THE MUSTANG

From the moment the Mustang was unveiled, people went crazy

for a glimpse and a chance to own one.

"One San Francisco trucker stared so hard at a Mustang sitting in a dealer's showroom that he drove right in through the window," stated an article in *Automobile Dealer*.

"A Chicago dealer had to lock his doors to keep people from crowding in and crushing his cars and each other."

"One eastern dealership found itself with 15 customers wanting to buy the same Mustang, so the car was auctioned off, the winning bidder insisted on sleeping in it to be sure it wasn't sold out from under him before his check cleared the next morning."

Woodside said Ford predicted that they would sell 100,000 Mustangs in the first year of production, then increased that number to 220,000. By the end of the first year they had sold 680,000.

"It created a market," Woodside said.

APRIL 17, 1964

In a time of huge cars, the Mustang — with its signature galloping pony — was known for its compact size, long-hood/short-deck proportions, sporty styling, bucket seat interiors and long list

of options.

In 1965, Ford introduced the Mustang Fastback and the Shelby GT350.

Ford made the first major change to the Mustang in 1971. The company redesigned the body, increasing the size and offering slightly more interior room.

In '79, the vehicle was redesigned again, with a more European, sophisticated look.

That look, with a slight change in '84, remained until 1994.

"What they tried to do in '94 was to recapture some of the original look" by adding scoops to both the sides and the hood.

This year, the Mustang has been changed again.

In addition to reintroducing the signature pony in the corral, the '99 Mustang is also more angular, with sharper areas and harder body lines.

"Part of the appearance is strength."

### CELEBRATING 35 YEARS OF POPULARITY

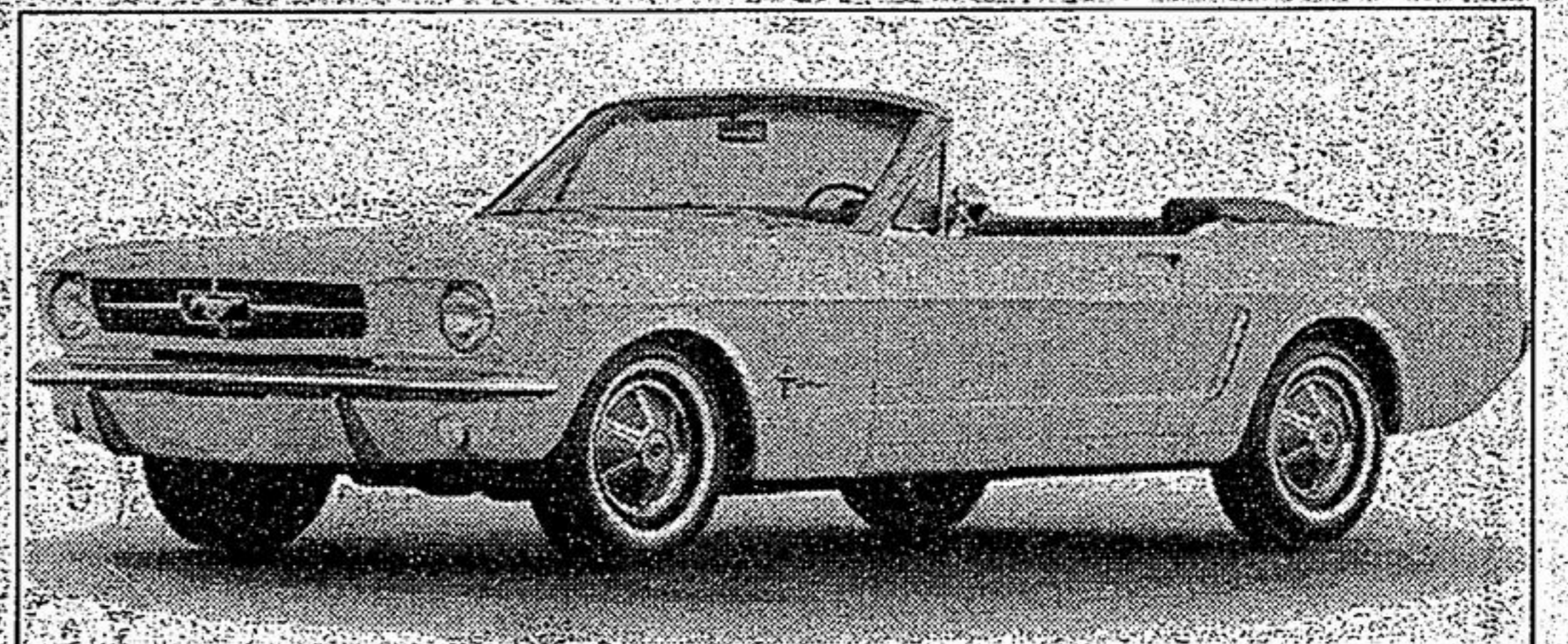
Join McArthur Ford in celebrating the Mustang's 35th anniversary.

Everyone is invited to stop by the dealership to "see 35 years of



PHOTOS COURTESY OF FORD

Above: The 35th anniversary limited edition Mustang (only 350 are being sold in Canada) and (below) how the Mustang looked in 1964.



history in one room," Woodside said.

People will be able to look at Mustangs from the past including a 1965 Shelby GT350, 1969 Shelby GT500, a 35th anniversary Mustang (there are only 350 being sold in Canada) and the 1999 SVT Cobra.

At that time, people will be able to test drive and purchase the Mustang of their choice.

"We are celebrating 35 years of Mustangs," Woodside said.

McArthur Ford is located on Kennedy Road, just south of Hwy. 7. For details call 474-1350.

The Mustang celebration goes until April 17, the day the vehicle made its debut 35 years ago at the New York World's Fair. Stop by McArthur Ford to see 35 years of history in one room.

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