

# Mustang Milestones

## From the Editor

### The American Spirit In Gleaming Chrome And Steel

Mustang was a hit from Day One, April 17, 1964. I believe the name inspired the character of the car. A Mustang is a wild horse native to the western plains. It embodies all that is free and rebellious in the American spirit.

A Mustang is a pony. So, a Mustang car became a pony car. Of course, imitators followed. None captured the imagination of the public quite like Mustang. After 40 years, Mustang alone remains. The imitators are all gone.

Mustang's appeal began with the body style. In looks, the original was a lithe little pony in gleaming chrome and steel. Just about anybody with a job could make the monthly payments. A six was standard for spirited driving and a V8 optional that could blow the doors off exotic sports cars costing two and three times as much.

When Ford introduced the Mustang to the public, they made sure the base price, \$2,368, was displayed in large letters in the advertisements. The car just looked so much more expensive. The secret to holding down costs was to use an existing economy car chassis. To broaden the appeal, the configuration was four seater. This way, the car was practical, but it was still small enough to look like a sports car.

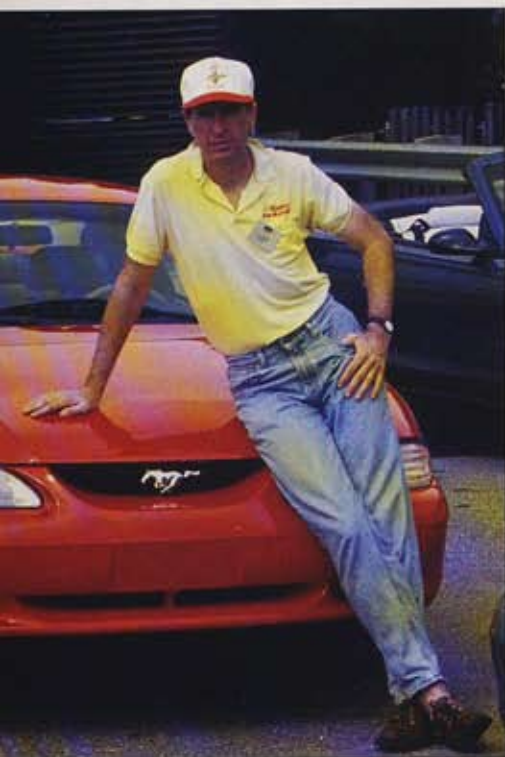
If the truth be said out loud, many people who would never have bought a sports car, fearful of what others would think of them, felt comfortable buying the Mustang. They could at the least feign practicality. The real reason they chose Mustang was to drive a hot looking sports car.

The tradition continues today. Mustang is the American sports car that everybody loves, from sea to shining sea. They like the looks. They like the price. They like the image the car portrays of a wild Mustang galloping across the country.

In commemoration of forty years and over eight million Mustangs, we present "Mustang Milestones."

As you read the highlights and look at the pictures, I am sure they will trigger memories of Mustangs from your past along with a glimpse into Mustang in your future.

*For 25 years, Jerry Heasley has been writing and photographing books and magazine articles on Mustangs.*



## Mustang Milestones

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### Mailing Address

Mustang Milestones  
24771 U.S. 19 North  
Clearwater, FL 33763  
(727) 712-0035

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