



A
True
American
Original

MUSTANG



DELIVERING PROMISES
CUSTOMERS CAN COUNT ON

The Mustang lineup for 1997 offers your customers a wide range of choices. From the sporty style of the V-6 Mustang Coupe all the way up to the aggressive performance of the V-8 Mustang GT Convertible, the Mustang lineup delivers many promises your customers can count on.

Whether they're looking for performance and handling, comfort and convenience, or safety and security, customers know they can rely on Mustang to meet their needs — a brand that's been the leader in the Small-Specialty Vehicle category since 1986!





MUSTANG COUPE

The Mustang Coupe capitalizes on the strong Mustang style statement, while delivering a truly enjoyable driving experience along with excellent value. Its V-6 powerplant provides a combination of energetic get-up-and-go and outstanding affordability that is especially appealing to youthful and female customers.

Women purchase 60% of all V-6 Mustang units.

The following is an overview of the key features of the Mustang Coupe and Mustang Convertible.

KEY FEATURES

PERFORMANCE/HANDLING

- 3.8-liter OHV V-6 engine delivers 150 horsepower and 215 lb.-ft. of torque
- Five-speed overdrive manual transmission provides the exhilarating driving experience customers appreciate — an electronically controlled four-speed automatic overdrive transmission is optional
- Power rack-and-pinion steering precisely responds to driver inputs
- Modified MacPherson strut front suspension and coil spring four-bar link rear suspension help keep the ride smooth
- Front and rear stabilizer bars help reduce body lean during cornering



DESIGN/STYLING

- Traditional Mustang styling with its tri-bar taillamps, "C" bodyside and "running" Mustang grille emblem proudly represents the Mustang heritage of sporty value and fun
- Wraparound dual cockpit interior design is reminiscent of the original classic Mustang
- Semi-hard boot helps protect the convertible top and enhances the sleek exterior profile (Convertible)

MUSTANG SPORT APPEARANCE PACKAGE

For an even sportier style statement, both the Mustang V-6 Coupe and V-6 Convertible offer an optional Sport Appearance Package. It's a package that's perfect for customers who are looking for an affordable way to help separate themselves from the crowd. Elements of this package include:

- Rear decklid spoiler
- Leather-wrapped steering wheel
- 15-inch machine-polished cast aluminum wheels
- Lower bodyside accent stripe

SAFETY/SECURITY

- Power four-wheel disc brakes provide sure-footed stopping power
- Available four-wheel Anti-lock Braking System (ABS)
- SECURILOCK™ passive anti-theft system requires a specially coded ignition key to start the vehicle
- Driver and Front Passenger Air Bag Supplemental Restraint System*
- Dynamic side-impact protection and "safety cell" construction



MUSTANG CONVERTIBLE

The Mustang Convertible answers the need for an enjoyable and affordable top-down driving experience. Aside from its stylish good looks, Mustang Convertible features a reinforced body structure to help the vehicle maintain the Mustang tradition of an exceptional ride and quiet performance.

Men purchase 61% of all Mustang Convertible units.

COMFORT/CONVENIENCE

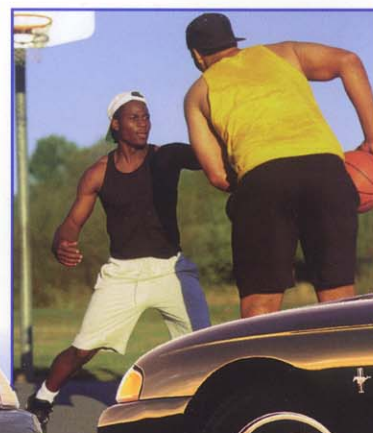
- 50/50 split-fold-down rear seatbacks provide passenger- and cargo-carrying flexibility (Coupe)
- 10.9 cu. ft. of cargo volume (Coupe) is plenty for groceries or sporting equipment (7.7 cu. ft. in Convertible)
- Air conditioning included in all Preferred Equipment Packages (PEPs)
- Auxiliary power outlet is perfect for cellular phones or other electronic equipment
- Power windows, door locks and decklid release (standard on Convertible, included in Coupe PEP 243A)
- Dual illuminated visor vanity mirrors (standard on Convertible and included in Coupe PEP 243A)
- Remote Keyless/Illuminated Entry System included in PEP 243A

QUALITY/RELIABILITY/DURABILITY

- Clearcoat paint helps protect the lustrous finish from the elements
- "No-adjust build" galvanized steel body panels for quality fit and finish
- Stainless steel exhaust system resists corrosion for long-lasting durability

CONVERTIBLE PRICING REALIGNED

For '97, Mustang Convertible pricing is realigned to provide an even stronger value story.



MUSTANG COUPE AND CONVERTIBLE DOUBLE DISCOUNT

Thanks to the Mustang Double Bonus Discount Special value package, one of the biggest advantages Mustang has over its competitors is its affordable price. With this package on the popular PEP 243A, Mustang Coupe and Convertible customers can enjoy outstanding value. Just see how the Double Bonus Discount gives Mustang a strong price advantage.

MSRP

(including destination and delivery charges)

Mustang Coupe (PEP 243A) with Double Bonus Discount (\$1390 savings)	Chevrolet Camaro (1SC)
\$17,300	\$17,971
Mustang Convertible (PEP 243A) with Double Bonus Discount (\$1070 savings)	Chrysler Sebring JX (26B)
\$22,360	\$23,635



MUSTANG GT

The Mustang GT delivers the exhilarating and engaging driving experience performance enthusiasts crave. Available in both Coupe and Convertible models, Mustang GT holds true to its ancestors' "muscle-car" heritage, while still delivering excellent value.

52% of Mustang GT sales are made to baby boomers — people between the ages of 31 and 49, and men purchase 66% of all Mustang GT units.

The following is an overview of the key features of the Mustang GT.

KEY FEATURES

PERFORMANCE/HANDLING

- 4.6-liter 16-valve SOHC V-8 engine delivers a muscular 215 horsepower and 285 lb.-ft. of torque
- Five-speed overdrive transmission allows the GT driver to experience the engaging driving experience performance enthusiasts prefer — an electronically controlled four-speed automatic overdrive transmission is optional
- Power rack-and-pinion steering precisely responds to driver inputs
- The GT Handling Suspension Package includes:
 - Variable-rate front and rear coil springs
 - Larger diameter front and rear stabilizer bars
 - A "quadra-shock" rear suspension
 - A strut tower brace to increase the body's stiffness and help maintain correct suspension geometry
- 16-inch, five-spoke cast aluminum wheels with locking lug nuts are standard for road-gripping traction and bold style — 17-inch performance wheels and tires are optional

DESIGN/STYLING

- Traditional Mustang styling with its tri-bar taillamps, "C" bodyside and "running" Mustang grille emblem and Mustang GT nomenclature helps carry on the classic pony car tradition
- Fog lamps enhance the vehicle's bold, aggressive appearance and help provide additional illumination in inclement weather
- Single-wing rear spoiler accentuates the muscular appearance of the vehicle



SAFETY/SECURITY

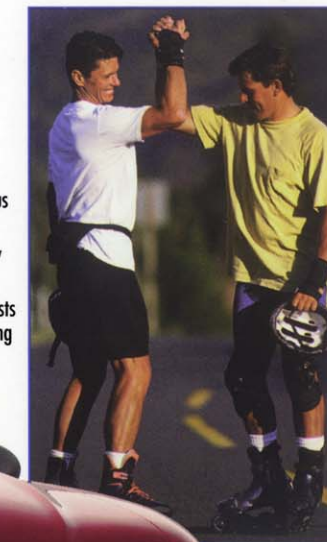
- Power four-wheel disc brakes provide sure-footed stopping power
- Available four-wheel Anti-lock Braking System (ABS) (included in PEP 249A)
- SECURILOCK™ passive anti-theft system requires a specially coded ignition key to start the vehicle
- Driver and Front Passenger Air Bag Supplemental Restraint System*
- Dynamic side-impact protection and "safety cell" construction

COMFORT/CONVENIENCE

- Full instrumentation including tachometer, trip odometer, voltmeter, temperature, fuel and oil pressure gauges and 150-mph speedometer provide a performance-driving environment
- GT bucket seats with cloth trim provide excellent back and lateral support — four-way power driver's seat included in PEP 249A and optional leather seating surfaces with power driver's lumbar support available with PEP 249A
- Air conditioning included in all PEPs
- Power windows, door locks and decklid release (standard on Convertible, included in Coupe PEP 249A)

QUALITY/RELIABILITY/DURABILITY

- Clearcoat paint helps protect the lustrous finish from the elements
- "No-adjust build" galvanized steel body panels for quality fit and finish
- Dual stainless steel exhaust system resists corrosion for long-lasting durability



"... for around 20 grand, we're hard pressed to think of a more muscularly entertaining vehicle."
— Road & Track, April '96

"The Ford Mustang GT is a member of the select roster of performance champions."
— Motor Trend, November '95

"Ford Mustang Convertibles are among the most stylish, affordable droptops available."
— Motor Trend, July '95

"A tight, nimble 4-seater worthy of the GT label."
— Road & Track, January '94

"It gallops across the landscape with the vigor of a quarter horse."
— Motor Trend, January '94

* Always wear your safety belt and secure children in the rear seat.



THE WINNING EDGE

MUSTANG DELIVERS A COMBINATION OF OUTSTANDING PERFORMANCE, BOLD STYLING AND EXCEPTIONAL VALUE. ITS COMPETITORS CERTAINLY KNOW THIS AND ARE CONTINUOUSLY TRYING TO TAKE SOME OF THE GALLOP OUT OF THIS PRESTIGIOUS PONY CAR. THE FOLLOWING ARE SOME KEY MUSTANG ADVANTAGES OVER ITS CLOSEST COMPETITORS TO HELP GIVE YOU THE WINNING EDGE IN YOUR SALES PRESENTATIONS.



MUSTANG COUPE (PEP 243A)



ADVANTAGES OVER CHEVROLET CAMARO

- Greater interior passenger volume
- More front- and rear-seat head room
- More rear-seat leg and hip room
- Front and rear disc brakes — Camaro features only front disc/rear drum brakes



MUSTANG CONVERTIBLE (PEP 243A)



ADVANTAGES OVER CHRYSLER SEBRING

- 215 lb.-ft. of torque — 29% more than Sebring
- Rear-wheel-drive performance
- 5-speed manual transmission not available on Sebring
- Tighter turning diameter
- SECURILOCK™ passive anti-theft system



MUSTANG GT (PEP 249A)



ADVANTAGES OVER CHEVROLET CAMARO Z28

- Longer wheelbase
- Greater interior passenger volume
- More front- and rear-seat head room
- More rear-seat leg and hip room



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