



**Ford Division News Bureau**  
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MUSTANG MANIA

RELEASE 11 A.M. (EST) MARCH 2, 1966

DEARBORN, Mich. -- Time was when the word "mustang" simply meant "a small, hardy, half-wild horse." Ford Motor Company changed all that.

Today, as the one-millionth Ford Mustang car pranced off the assembly line at the Dearborn, Mich., plant, Donald N. Frey said, "Mustang has come to mean more than either horse or automobile."

A Ford vice president and Ford Division general manager, Mr. Frey said, "Mustang means fun and youth and glamour. Mustang means sun glasses and shoes and hats. Mustang means billions of dollars for the economy and millions for Ford suppliers, Ford employes and manufacturers of a myriad of Mustang accessories."

Mr. Frey called this phenomenon "Mustang Mania." "From the start, Mustang Mania swept through our company as we were planning, designing and engineering the Mustang. When the car reached the public, it was given the most sensational reception since the introduction of the Model A which virtually brought the country to the point of hysteria," he continued.

"More than four million persons visited Ford dealer showrooms during introduction week and on introduction day alone, 22,000 Mustang orders were taken. Thousands of our Mustang customers have written us letters of the highest praise. People everywhere identify with the Mustang," Mr. Frey said.

"Businesses attached the name "Mustang" to their products and watched their sales soar," he said. "The car has been the most popular first prize in contests, and just this morning I noticed a box of cereal at our breakfast table that offered a plastic Mustang as an inducement to buy."

Mr. Frey ended by saying, "If Mustang Mania is a disease, we certainly don't want to cure it. We couldn't have predicted just how contagious it would be. But as one seriously afflicted, let me tell you this: It sure feels good."

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