



## Mustang 1964-1/2-1973

*Mike Mueller*

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## **Mustang 1964-1/2-1973** Mike Mueller

Introduced in April 1964, the Ford Mustang was a masterpiece of design, performance, and marketing. Thanks largely to its sporty lines, a lack of competition from GM and Chrysler, and a list of options that could be tailored to everyone from street racers to little old ladies, the Mustang is credited with pioneering the "pony car" concept. The period covered in this colorful photohistory represents the most collectible Mustang model years, and top automotive journalist Mike Mueller examines all the hardtops, convertibles, and fastbacks of the era, along with the phenomenal sales Mustang posted in its extended first year, the design changes and special performance editions of the 1960s, associations with race legends like Carroll Shelby, the role Lee Iacocca played in the car's introduction, and the marketing tactics that helped make the Mustang an American classic. The author's brilliant modern color photographs of factory original cars are accompanied by nostalgic period sales literature and behind-the-scenes black-and-white photography depicting Mustang development.

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