

Ford Reaction To Pony Anniversary Disappointed Many

Much to the disappointment of Mustang enthusiasts, Ford Motor Company chose to ignore the 25th anniversary of the Mustang. Sure there were celebrations, but there was no specially-designed Mustang to commemorate the 25th birthday of a car that has retained such a loyal following.

Speculation had been that Ford would come out with a special edition car that would be reminiscent of the early model Mustangs. Not so. Therefore, when the publicity began for the 1990 Limited Edition Mustang 5.0 LX, it was referred to as an "anniversary car." This designation was incorrect.

Ford and 7-Up Bottling Company had joined forces to design a car to be used as the grand prize in a 1990 national college basketball tournament. Thirty cars were to be given away sometime after the end of the playoffs the week of April 21, 1990.

The giveaway was advertised on 7-Up products, media advertising, and by Ford dealerships. According to Ford, this giveaway never materialized. Of the 5,000 cars originally scheduled for production, 4,301 were actually built and sold through dealerships.

Unique to the 1990 Limited Edition Mustang was the Deep Emerald Jewel Green Clearcoat Metallic finish. The white leather articulated sport seats were accented by a newly-offered white dashboard and console.

Seats featured lumbar support and manual side bolsters with three-position movement. Power windows and power locks were standard.

The white convertible top offered a striking contrast to the Emerald paint. The Limited Edition featured color-keyed body



Randy Church
Late Model
Gold Card Judge

side and fascia molding and side view mirrors.

All Limited Edition cars were built with the special value package 245A. This package included speed control, electronic AM/FM radio with cassette player and clock, premium sound system, and manual air conditioning.

The tilt column option was deleted in 1990 with the addition of the Supplemental Restraint System, which combined safety belts with a driver-side airbag.

Factory GT wheels were used instead of the regular 10-hole LX rims.

The Limited Edition featured a 5.0 L standard on all models. Two transmissions were offered, a standard five-speed manual overdrive, which was designated 445, or the optional four-speed automatic overdrive, which was designated 44T.

Standard axle ratio was the M code 2.73 with the Z code 3.08 available as an option on either manual or automatic transmissions. The E code 3.27 axle was available on automatic transmission cars only. All ratios were 8.8 Traction-Lok axles.

Two additional options available on the

Limited Edition were a front license plate bracket (153) and an engine block immersion heater (13H).

Manufacturer's suggested retail price for the Limited Edition Mustang was \$18,949 for the 1990 Limited Edition Mustang 5.0L LX convertible; \$1,341 special value package 245A; (-\$817) package discount; \$405 destination and delivery; total price, \$19,878.

The convertible option was not done "in-house," but was subcontracted to Cars and Concepts of Brighton, MI.

Another interesting note is the fact that Ford intended the Deep Emerald Green (color code PA) paint to be a special option available only on the 1990 Limited Edition. However, due to popular demand, it was available on selected Ford models for 1991.

Many Mustang collectors purchased these cars with an eye on the future. Rumors abound of cars sitting in locked garages with few, if any, miles registered on the odometer. The number of these cars already being shown at car shows is probably a good indication that they will hold their value and some day be as collectible as some of the early low-production models.

Owners or enthusiasts who wish to join the 1990 Limited Edition Mustang Registry should send a self-addressed, stamped envelope to Laurence Schaefer, 84 Clay Street, North Brunswick, NJ 08902-4263. Or, you can call (908) 821-4017 after 7:30 p.m. Eastern time.

For a nominal charge, you will receive a numbered registry card and a window decal. Also available are 25th Anniversary Limited Edition Mustang t-shirts (sized small, medium, or large) for \$12.50, plus \$2.50 shipping and handling.

You did not have to purchase a Limited Edition Mustang to get your hands on a classic. To quote the 1990 Mustang sales brochure: "To survive in the world of automobiles, you need to be strong. You need to provide what the driving public demands or you won't last very long. After 25 years, Mustang is not only still around, but is as strong and as popular as ever."

Ford continued to offer a full range of Mustangs designed to appeal to almost anyone in the market for a sports car. The Mustang GT was aggressive in styling and performance. The Mustang LX 5.0L offered the refinements of a luxury sports car. The LX was offered with a 2.3 liter overhead cam four-cylinder engine and an



The 1990 Limited Edition Mustang 5.0 LX Is A Beauty, But It's No Anniversary Pony

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Sacramento Mustang Issues New 1965-73 Parts Catalog

Sacramento Mustang has just released its latest and largest Mustang Parts catalog, the "Ultimate Mustang Parts Catalog."

The new edition is a comprehensive source for classic 1965-73 Mustang parts, according to the California company.

"This catalog, which took a year-and-a-half of research and development, is over 2000 pages, making it one of the world's largest," according to Randy Stoker of Sacramento Mustang.

"Besides thousands of new Ford and reproduction parts, the catalog includes a wealth of information for the 'daily driver' to the concours show restorer."

Stoker says the catalog contains more than 900 photos, 150 diagrams and 50 charts — including a complete 1965-73 body paint code chart and 1965-73 engine specification chart.

"We also included more than 50 parts kits to simplify restoration. Included as well are more than 50 hints and how-tos for trouble shooting your Mustang," Stoker added.

For concours restorers, the Sacramento Mustang catalog has an engine bay "how-to," a paint detailing chart, and a special section of concours-only parts. Also included is Mustang production information and a guide to current Mustang values, as well as a list of sources for additional data.

"This catalog was written with the consumer in mind, as well as the Mustang owner and enthusiast," Stoker said. "Although we support the show car customers, we know that service and parts of the daily driver is also very important. This catalog was designed for all types of Mustang owners, regardless of experience and knowledge."

Sacramento Mustang is also an authorized Ford Motorsport dealer.

The company accepts telephone or mail orders for the new catalog and any orders sent by fax will be entitled to discount.

"The Ultimate Mustang Parts Catalog" is \$5 per copy, which includes the 1992 price and parts supplement. Please add \$3 for shipping and handling. Contact Sacramento Mustang, 5710 Auburn Boulevard, No. 23, Sacramento, CA 95841, (916) 334-0190, 1-800-442-8333 or fax at (916) 334-3746.

As with the company's previous catalogs, parts are organized by area, with sections including literature, accessories, interior, electrical, convertible, body and trim, steering, suspension, engine, transmission and concours.

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impressive list of options to customize your Mustang to your very own personal requirements.

New for 1990 was the driver air bag supplemental restraint system offered as standard equipment.

The air bag, located in the center of the steering wheel, is designed to activate in the event of a moderate to severe frontal impact. The air bag inflates in less than 1/10th of a second from the time of initial impact. It begins to deflate in a fraction of a second. Ford recommends use of the conventional lap and shoulder belt to maximize protection. The air bag is designed to work with the conventional seat belt system, not as a replacement for it.

1990 was the first year since 1984 that a black interior option was available. Leather seats were available only on the GT and LX 5.0L options.

All Late model judges should be receiving their new certification certificates and cards, which will be valid through December, 1994.

Remember, all judges must be recertified every two years, from this date forward.

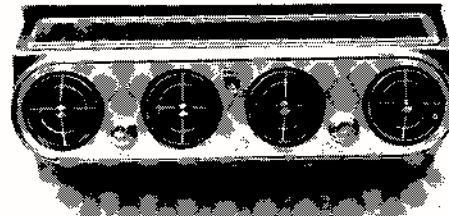
All certified judges must be able to show proof that they have judged at least two shows per year, in their area of certification.

I encourage you to take advantage of every opportunity to assist with judging at shows you attend. The best way to get fair, competent judging at shows is to have competent judges.

Two MCA shows expecting a large turnout of late model cars are Indianapolis and Atlanta. If you plan to attend, please offer your assistance to those in charge of judging.

Thanks to Bill (Laurence) Schaefer for his help in locating facts and figures about the 1990 Limited Edition Mustang 5.0L LX.

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