

Introduction Of '94 Mustang Moved Up To Dec. 9

The new generation 1994 Mustang will go on sale Dec. 9, three weeks earlier than previously announced, departing from a tradition of introducing new cars around Christmas, Ford Motor Company says.

"December 26th or 27th traditionally has been a very effective date for introducing new vehicles," said Ford Division General Manager Ross Roberts. "This year, the amount of dealer and enthusiast interest we've seen is so great that we have decided to celebrate the holiday season a little early."

The announcement of the early introduction of the redesigned Mustang came in late August, when MCA President Bill Dillard was on hand in San Diego to join Roberts in lifting a cover off the new Pony to reveal the nose of the long-awaited new Ford product. Photos of Dillard and Roberts with the new '94 Mustang, distributed by Associated Press, appeared in newspapers across the country.

Production of the new Mustang began Oct. 4 at the Dearborn Assembly Plant — just 35 months after top management at Ford gave its approval for the project.

The 1994 Mustang will be offered with a 3.8 liter V-6 engine or a 5.0 liter V-8.

The car's exterior is completely new except for the floor pan. The \$700 million development cost of the new Mustang was 30 percent lower than those for a typical new vehicle.

'94 Fords To Feature Maintenance Booklet

All 1994 model Ford products, including the newly-designed Mustang, will include a booklet for keeping maintenance records, the company has announced.

The booklet, which was introduced with the 1993 Lincoln Mark VIII, includes space for an official stamp that validates maintenance service performed at a dealership.

Ford officials said research has shown that official maintenance records help improve a car's resale value. The company added that customers are also more satisfied when a vehicle is properly maintained.

Free Roadside Service Offered With '94 Fords

Consumers purchasing a 1994 Ford Motor Company product will get a little something extra — a free, comprehensive roadside assistance plan.

Ford has announced that the free plan will be provided to buyers of all 1994 Ford and Mercury products. A more extensive pro-

gram for Lincoln owners will remain in effect.

"Good will is the name of the game in today's automotive business," said Ford spokesman John Ochs. "All companies are building quality cars. The customer expects quality now. That's the price of admission. To lure customers, we have to offer them that extra margin of satisfaction."

The new program provides 24-hour roadside assistance for emergency situations, and includes free towing, fuel delivery, battery service, lockout assistance and tire changing.

Ochs said purchasers of a 1994 Ford product will receive a toll-free number to call in case of emergency. "This is significant," he said, "because there's a live operator at the other end, not a recording."

Ochs said the first question the operator will ask is, "Do you feel safe?" If the answer is no, the operator will call the local police and inform them that there is a stranded motorist at a specific location.

After determining the nature of the problem, the operator will dispatch aid from an area service station or towing company, and then report back to the motorist with an es-

timate of how long the wait will be.

The program will be operated by the Ford Auto Club, an existing service. Owners of older model Ford cars and trucks may still purchase the service from Ford Auto Club.

MCA Still Searching For Gold Card Judges

Have you judged at an MCA-sanctioned National or Grand National Show?

Are you interested in becoming an MCA Gold Card Judge?

If the answer to both questions is "yes," you are invited to contact the Mustang Club of America's National Head Judge, Ricky Simmons, by writing to him at National Headquarters, P.O. Box 447, Lithonia, GA 30058.

MCA is interested in expanding its list of Gold Card Judges for various Mustang models and years.

For complete details on becoming a Gold Card Judge, contact Simmons today.



MCA Offers A Full Line Of Accessories

The Mustang Club of America offers a complete line of club accessories produced by Vintage Tees of Jasper, GA. The MCA logo is a colorful red, white, yellow and black and is available on T-shirts (\$8.95 — include size when ordering), caps (\$5.50 each), bibs (\$4.50 each), and tags (\$4.50 each — state year when ordering). To order send check or money order to MCA Accessories, P.O. Box 447, Lithonia, GA 30058. Include \$2 for postage and handling. All items are shipped direct from the manufacturer. Allow four to six weeks for delivery.