30th Mustang Anniversary Celebration Update!

by Jim Osborn, Show Chairman

The 30th Mustang Anniversary Celebration is beginning to take shape. We're all excited as April grows closer. There's a lot of work going on behind the scenes that will soon unfold as the premier event we're all waiting for.

Ford, of course, is our biggest sponsor to date, but quite a number of other respected organizations, such as Petersen Publishing Company and Dobbs Publishing Group, have signed on as valued sponsors. Saleen Car Company has expressed intent as a sponsor. We're proud to have Meguiar's Wax as our newest sponsor. Mequire's will have a display at Charlotte, as will others mentioned above.

Bruce Weiss, our promotions guy, is out in Las Vegas at the SEMA (Specialty Equipment Manufacturer's Association) show at the time of this writing. Weiss will point out the benefits of businesses getting involved as sponsors at the 30th Mustang Anniversary Celebration.

JUST IN TIME FOR XMAS!

Our 30th Mustang Anniversary Celebration accessories are selling real well, especially the die-cast 1965 Mustang convertible. Speaking of 1965 Mustang convertibles. We've had a few unhappy people return these die-cast promos because they weren't labeled "1964 1/2" models. It's important to understand that there never was a 1964 1/2 Mustang in Ford's eyes. The term "'64 1/2" is a term enthusiasts coined to quickly identify "early 1965" Mustangs. Mustangs assembled the very first day in 1964 were "1965" models. And our diecast 30th Anniversary commemorative edition Mustang is a "1965" model, just like its namesake in 1964.

The 30th Mustang Anniversary Celebration event T-shirts will be in stock by the time you read this - just in time for the holidays. No holiday season before the Mustang's 30th birth-day would be complete without an event T-shirt. Just imagine what your favorite Mustanger will say Christmas morning.

We have lots of exciting accessories to fill the stockings too. The diecast Mustang convertibles are going like hot cakes at \$50 a pop. Because there are only 2000 of them, they're going fast. If you want one, you better order now. If a Mustang miniature doesn't fit the bill, how about a 30th Anniversary cotton twill jacket or golf shirt? Anniversary patches, hat pins, key rings, and baseball hats are among the items available right now. While its an old cliche, these accessories, but once in a lifetime, will make outstanding holiday gifts for enthusiasts on your shopping list. You're giving someone special a gift to remember for a lifetime, whether it's the die-cast model or a nice jacket they can wear for years to come.

AN EVENING WITH FORD SOLD OUT

An Evening With Ford, the dinner banquet you've heard so much about, has sold out. Tickets are no longer available. Those lucky enough to attend will receive a nice dinner confirmation in the mail that's a keeper. We don't want to spoil the surprise, but this is a dinner confirmation you'll want to store for safe keeping. It's a special collectible you'll want to share with your friends 30 years from now.

Excitement is building for the most significant event since the Mustang's original introduction nearly 30 years ago. The 30th Mustang Anniversary Celebration promises to be the biggest single Mustang event ever. Despite all the enthusiasm of the 1960s for our favorite marque, there has never been anything like this in history.

If you haven't made your hotel reservations yet, there's no time like the present. Word has it that most everything within 15 miles of the Speedway is booked up. Better get your reservation dialed in now.

We'll see you in Charlotte!

