

# From The Top . . .

by Bill Dillard  
MCA National President



## Cherish The Spotlight Because We'll Never Pass This Way Again...

A year is dawning that we've been waiting for. It's here - **1994!** Kind of has a nice ring to it - *doesn't it?* It feels good to write it on a check (forget all about mistakenly writing "1993" on a check), on a notepad, a letterhead, computer keyboard, you name it. Let's all bask in the glow of the spotlight. This is - officially and unofficially - *the year of the Mustang*. And it has been coming for 30 years.

I don't guess that in 1964 anyone dreamed that the Mustang would have the impact that it has had for better than two generations. Maybe I'm biased, but I don't think any marque, except for - *perhaps* - the Corvette, has enjoyed the levels of attention that our Mustang has. And Chevrolet's Corvette doesn't have the numbers advantage that we do. With nearly 7 million sold in 30 years, there are a lot of Mustangers - past and present - out there. Corvette can barely claim one million new owners in its 40 year history. And I won't even start on the Camaro and Firebird - *that* would really be unfair. In the Mustang's 30 year history, it has never been beaten in the sales picture by like competitors. Not the Japanese, nor Detroit, has beaten the Mustang in the pony car stampede. The Mustang was there first in 1964. In 1994, the ol' girl is still first in every respect. Feel the pride and savor the moment because it won't last forever.

Speaking of being first. We're proud beyond words to to announce the 1994 Mustang's status as *Motor Trend's Car of the Year*. We just received word before press time, and we wanted to be the first to tell you - cherished fellow MCA members, about it. Of course, being *Motor Trend's Car of the Year* is nothing new for the Mustang. Back in 1974, the all-new Mustang II enjoyed this honor. Imagine that, one of the most shunned of Mustangs rated the distinction of *Car of the Year*. But we don't expect many people to turn their backs on Ford's entry for 1994. They've done a magnificent job, and they're promoting the marque like never before.

Not even General Motors, with all their corporate advertising dollars, promoted the Camaro and Firebird for their 25th Anniversaries like Ford is the Mustang's 30th. But sometimes it's easy to forget that the competition simply *isn't* a Mustang. Know what I mean? If it doesn't wear the blue

oval and galloping pony - it just simply *ain't* a Mustang. But it's more than a name and a corporate identity. The Mustang and what it represents is a way of life for thousands of people. Over the years, it has been a way of life for millions of people. Show me a Camaro, Firebird, AMX, 'Cuda or Challenger that can make the same statement.

Wanna know something? They can't.

They can't because they simply aren't the Mustang with it's bold following of people. The bold attitude started long before you or I had ever heard of a Mustang. It started with Iacocca's bold stance with Ford management and his subordinates. He had an idea that few inside Ford shared his enthusiasm for. When you're reaching for the next rung on the career ladder, the last thing you want to do is risk hindering your efforts. Iacocca did, and he hung on for dear life until sales figures said otherwise. A bold step for sure.

But the Mustang was more than just a bold step. It wasn't much different than the Mustang of 1994. Ford simply gave the buying public what they wanted. And Iacocca had a nose (still does) for what the buyer wanted. Perhaps all he did was *listen*, and get attuned to God given horsesense. Whatever it was, it netted us a sporty car to like. And all these years later, the passion is still alive.

Take this passion and manifest it as the fiery enthusiasm we'll see around the country beginning in April (and already happening at Ford dealers coast to coast). Despite those claims of pony cars from the country who invented rock and roll, we have the distinction of being followers of the marque who invented the pony car - and its own kind of rock and roll. Don't slow your Mustang down, Sally, punch the accelerator and let it breathe. Show the competition where it came from. This is the year of the Mustang.

I have to admit to feeling a chuckle or two when I read *Car & Driver's* "Camaro vs. Mustang" road test in the December 1993 issue. Seems the boys at the Ann Arbor based

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magazine view the 1994 Camaro Z-28 LT-1 as some sort of Mustang beater. The Camaro has the cubic-inch/liter advantage, yet it beat the smaller 1994 Mustang GT V-8 by less than a second in most of the categories. From zero to 60, the LT-1 beats Mustang by .7 of a second. Drag racers will appreciate the narrow gap between Mustang and Camaro on the quarter mile - 14.1 at 101 mph for the Camaro LT-1, and 4.9 and 93 mph for the Mustang GT. How 'bout a rolling start for those who don't like to burn the tires. From 5 mph to 60 mph, still less than a one second difference 'tween the Chevy and Ford. Top end for the Mustang is 137. Camaro 156. The latter has a six-speed advantage.

Looks to us like the 1994 Mustang Cobra or perhaps the Saleen Mustang will close the LT-1 gap, and leave the low-tie looking for another neck to pin itself to. We're looking forward to this race to the finish.

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### JEWBUSINESS

A motion was made and approved requiring notification to any Board members that have two consecutive absences that they can be replaced if they're absent again. The President advised that he will send out these notices.

Ricky Simmons resigned from the Board. A motion was made and approved to make the National Head Judge and *Mustang Times* Editor honorary Board members. A vote was taken and Robert Winkelman from Jonesboro, GA was elected to replace Ricky Simmons.

Bill Dillard addressed Ford Motor Company's plans to sanction Mustang clubs. They are discussing this sanctioning body at Ford, but haven't made any firm decisions to date. A motion was made and approved to send the President and one or two Board members to Ford in Dearborn, Michigan to talk with Ford executives about this.

With there being no further business, the meeting was adjourned.

The next meeting of the MCA Board of Directors will be Tuesday, January 11, 1994 at the Marriott Courtyard, Windy Hill Road, in Marietta, GA. **MT**

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