

FOR 2010 — MORE, MORE, MORE!

AN ALL-NEW MUSTANG ARRIVES WITH MORE MODERN LOOKS, MORE POWER, PLUS MORE REFINEMENT AND TECHNOLOGY

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Photos Courtesy of Ford Motor Company

After months of anticipation, Ford Motor Company has finally taken the wraps off the all-new 2010 Mustang—and it's immediately clear that it was well worth the wait! Redesigned inside and out, the latest version of America's favorite sports car comes to market with a thoroughly modern look (yet unmistakably Mustang), along with a richly revamped interior,

a bump in horsepower, additional new technology—plus loads of refinement.

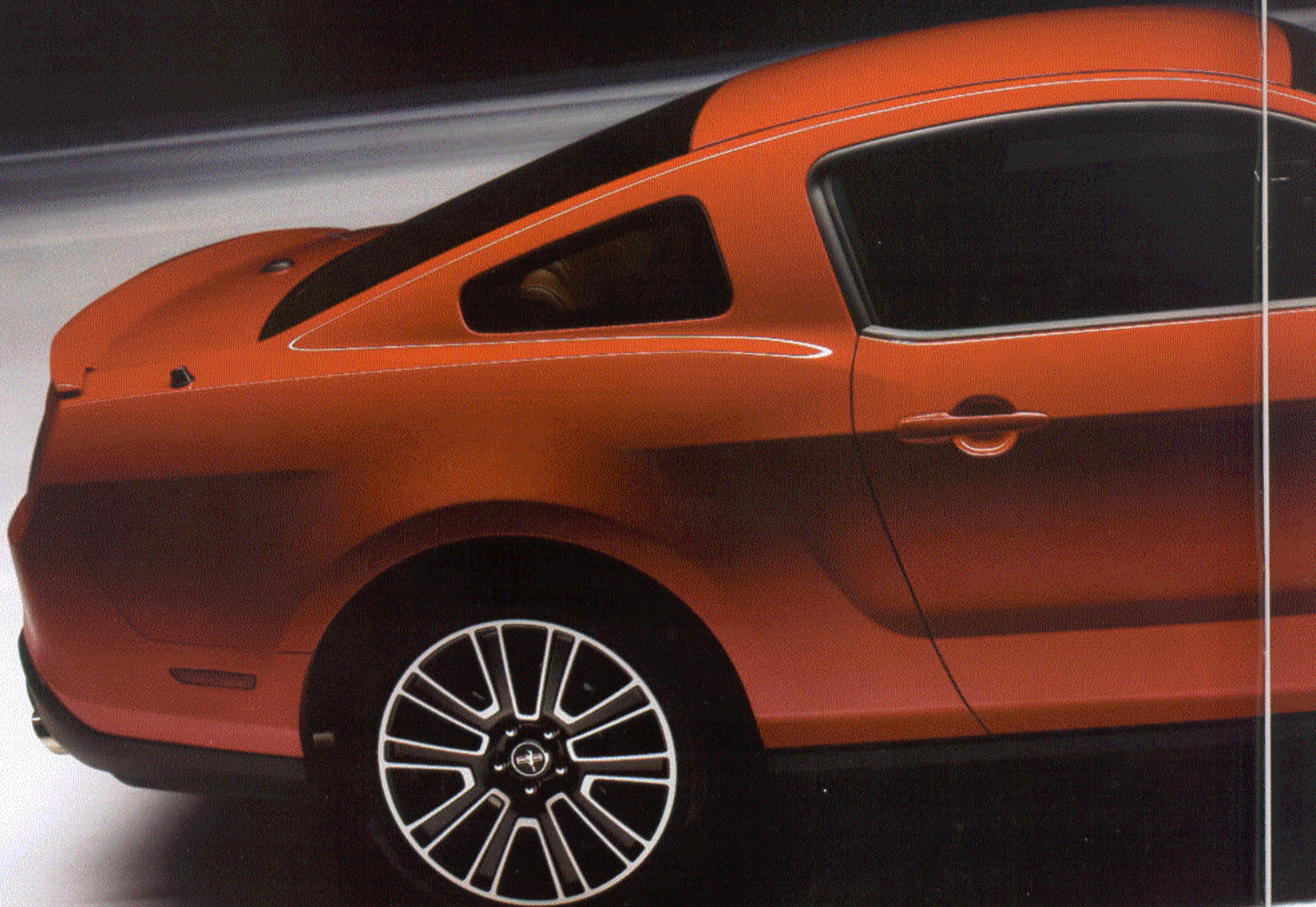
Ordinarily, new-vehicle introductions are held at the major international auto shows during media-only preview days, and indeed this year's Los Angeles Auto Show hosted the official 2010 Mustang launch. But the Mustang is no ordinary car, so the unveiling "went public" far from the convention center floor, where Mustang's popularity lives—at the grassroots level. A big celebration was set up at the Barker Hangar in Santa Monica, California. The hour-long special event included about a dozen Mustang "All-Stars" and their famous race cars—the likes of Carroll Shelby, Jack Roush and Ashley Force, just to name a few—all against a backdrop of a large collection of owners' cars spanning 45 years of classic Mustang models.

Because a whole world of Mustang fans wished they could all be there, too, Ford had set up the reveal to be aired LIVE on SPEED channel, hosted by Mike Joy and Tommy Kendall. (You'll recall that Kendall drove a Mustang to three straight SCCA

Trans-Am Series titles from 1995-97.) Better still, the MCA and its members were invited to take part in the extravaganza by hosting nine regional parties (complete with handouts and "gifts") that received a live feed at designated local theaters across the country, including Atlanta, Dallas, Houston, Tulsa, Detroit, Phoenix, Denver, Columbus (OH), and Tampa.

Also part of the show was the awarding of a set of keys to a pair of 2010 Mustangs. U.S. soldier SPC Kory Chesher, winner of the Mustang Stories contest, and Jonathan Newman, winner of the Mustang Films contest, both won a brand new Mustang for their entries. (You can see the winning entries at: <http://www.fordvehicles.com/the2010Mustang/>)

Of course, the biggest star of the night was the redesigned Ford Mustang—the sales leader in the Sports Car segment for 21 straight years! Mustang accounts for over 50 percent of sales in the segment, which means one of every two sports cars sold is a Mustang, plus it's the No. 1 selling convertible. While Mustang's popularity re-



mains legendary, what many folks may not know is that Mustang took three straight recent J.D. Power vehicle ratings honors: It was ranked No. 1 in the Midsize Sports Car Segment in the 2007 Initial Quality Study; plus No. 1 in the Sports Car Segment in the APEAL survey; and it was ranked No. 1 in the Vehicle Dependability study. What's more, the Mustang Coupe earned the highest frontal crash-test and rollover resistance ratings—that's a "5 Star" ranking from NHTSA, the government's safety agency.

But what most Mustang lovers really want to know about is information on the car itself, so here it goes: We spent an afternoon with the new Mustang's designers to get the inside skinny on the thinking behind the fresh styling approach. On the outside, the idea was to give the S197 a more contemporary and aggressive look. Up front, a lower, thinner nose works with both a new "powerdome" hood and expressive front grille and bumper fascias to add a more muscular attitude. The V-6 gets an upturned air inlet in the lower fascia, while the V-8's is down-turned. Each wears its own distinctive grille surround, with turn signals now integrated into the new headlamp assemblies.

Mustang's classic "hockey stick" bo-

dyline along the sides remain, but the rear quarters have sprouted a set of sculpted "hips" reminiscent of the pronounced haunch seen in the 1967-'70 cars. There's now a lower beltline, and wheel arches are more blended-in than before.

Out back, the new Mustang's tail panel has been chamfered at the rear corners, featuring new, signature tri-bar taillights with twin backup lamps. The two-piece bumper/lower fascia makes the rear end appear visually shorter, and provides customizable styling options between the larger, dual-exhaust outlets. New technology includes a rear-view camera (no, that's not a key-lock cylinder on the trunk lid—that's been eliminated), and there are now three rear spoiler options—an integrated lip-style, a duck-tail style and a pedestal style—to suit most every taste.

There's a really big story inside the new Mustang as well—where lots of design attention and upgraded materials have been lavished upon cockpit occupants. A new dash top and a more sculpted dash face cover a one-piece soft IP that brings a seamless, sculpted dimension to the whole interior. A completely new center stack, air registers, bright chrome accents and gauge trim, as well as a "flow-through" console (with a lockable bin),

combine with the all-new door panels and seat designs to add both increased style and functionality.

The 2010 lineup again features two powertrains: Mustang Coupe, Convertible, and Glassroof models are available with the 4.0-liter V-6, good for 210 horsepower and 240 lb-ft of torque. And the Mustang GT is back in Coupe, Convertible, and Glassroof versions with an upgraded 4.6-liter 3-Valve V-8. Thanks to an all-new cold-air induction system and the powertrain improvements developed for the Bullitt, standard horsepower is now 315, developed at 6,000 rpm, while torque goes to 325 foot-pounds at 4,250 rpm. Like Bullitt, there's also a dual fuel calibration designed for an additional mid-range torque improvement when running on Premium gas. Both engines are available with 5-speed manual or automatic transmissions.

Underneath that beautiful, new Mustang sheet metal, the V-6 gets a rear stabilizer bar standard, and the suspension on the GT V-8 features increased spring rates with modified stabilizer bars and shock tuning. The result is reduced roll and understeer gradients, plus more precise steering, flatter handling, and better road control. Mustang also gets new wheels and tires, with 17-inch BFGs or 18-inch Pirellis available on the V-6, and either 18- or 19-inch wheels wearing Pirelli rubber



on the GT. All tires are "all-season," offering more wet and dry grip. To help get that grip to the ground, Mustang has ABS (antilock brakes), TCS (traction control) and AdvanceTrac (electronic stability control) systems—all standard. And don't worry, drag racers: AdvanceTrac on the V-6 has an on-off switch, and on the V-8 it adds a "sport" mode.

The Base interior gets either Black or "Stone" colored trim with a unique sew style and an IP finish panel that sports a dark metallic painted finish. Moving up to the Premium package brings you a leather steering wheel with aluminum spokes and redundant audio controls, leather seats and shift knob, ribbed door-trim inserts, and a new, bright brushed-aluminum IP finish panel. Color choices are Black, Stone or Saddle. Better still, you get an expanded six-gauge cluster, aluminum pedals and door sill plates, My Color™ and Ambient Lighting, a six-way power driver's seat, the "Shaker 500" audio system and Ford's exclusive SYNC system. For 2010, you can choose a new, top-line "Color Accent" option (over Premium) and

you get a Black interior with your choice of Cashmere, Blue, or Red accents, plus premium leather seats with a unique sew style. There's also special stitched door trim inserts with chrome Mustang badging, plus either a dark or brushed aluminum IP finish panel, and a satin aluminum shift knob on the manual transmission models.

There are many more features and some brand-new technology in the 2010 Mustang that I don't really have room to discuss here, so it's best if you just head over to your Ford dealer when the cars reach showrooms next Spring to check them out for yourself. The 19-inch wheels available on the GT and Ford's AdvanceTrac technology is a first for Mustang, but there's also Ford's new, award-winning "capless" fuel-fill system, plus auto headlamps, covered cupholders, dual-zone automatic temperature control, and SYNC with 911 Assist & Vehicle Health Report.

Not enough tech for you? Then how about Ford's "Next-Gen" navigation system? It features a voice-activated navigation screen with text-to-speech ability that pronounces

street names when the route guidance feature is active in either a male or female voice, plus it can read text messages when it's equipped with SYNC. It can also give you real-time traffic, weather and even gas prices at local gas stations!

The 2010 Mustang Product Guide is available to consumers in downloadable PDF form simply by visiting <http://www.fordvehicles.com/the2010Mustang/>—plus you can review some high-resolution photos of the new car. Of course, there's nothing really like seeing it in person, so if you've been sitting on the fence about buying a new Mustang, you owe yourself a closer look.

One thing is for certain: The 2010 Mustang is true to the car's heritage and yet embodies all the style, safety, luxury, and technology that modern automotive manufacturing has to offer. I'm sure all who test drive one will agree that it looks like Mustang's NEXT 45 years are already headed in the right direction! **MT**

Interior photos continued on page 24



