

# MUSTANG NATION

**J**ust prior to the official release of the 2010 Mustang, Ford Motor Company's Robert Parker, Fritz Wilke, and John Nens met with several MCA Board members and me. At that meeting, the term Mustang Nation was mentioned several times. Watching the advances at Ford, with all their new vehicles, has been exciting! I could go on and on about some other models such as the Taurus SHO, the Lincoln MKZ, the Edge, the Fusion Sport, the Hybrid Fusion, the Electric Focus. If you watch the "Jay Leno Show," you've no doubt seen his specially built track where he challenges celebrities to a one-lap race in the Electric Focus. Well, you see where I'm going—Ford just keeps bringing us more and more excitement. And, Mustang Nation is alive and well.

The Mustang itself keeps all of us in the MCA excited. And, hang on for more news coming in the next several months.

What I'm getting at is this: Ford Motor Company has plans for all of us in Mustang Nation! Ford is introducing the 2011 Mustang models in upcoming auto shows, first the LA Auto Show in December, and then the Detroit Auto Show in January. And, hang on to your seats because you have no idea what's coming. They keep surprising us daily. It's great to read the press releases coming out of Ford. Of course, nothing is mentioned about the new Mustangs just yet, but The Nationwide NASCAR Mustang was revealed this week. And, there post updates on their other models regularly. Ford has truly created **Mustang Nation**.

I had the privilege of talking with Jim Farley at Mustang Alley at Woodward Avenue this August. Hearing his plans for Ford's vehicles, and his thoughts and ideas about the Mustang was a thrill beyond words. He asked me what I'd like to see, and I enjoyed seeing his eyes grow larger by the second as I shared my "radical" ideas.

Keep abreast of all the Ford news by logging onto [www.FordRacingParts.com](http://www.FordRacingParts.com) and sign up for their email updates. And, if you're a member of a Regional Club (and I sure hope all of you are, if not you missing a lot of fun), talk to your officers about signing up your club on their site. Your events will be publicized to millions of people. Their site gets mega-hits, daily! Read John Clor's "Ford Performance" column on page 52. He gives you information on Ford's "Drive One" promotion as well as other FoMoCo news. Ford's "Drive One" ad campaign is all about its customers sharing their experiences with the products Ford is producing today. Log onto their site: [www.theford-story.com](http://www.theford-story.com). There you can view newly developed TV ads, and you can even forward them to your friends.

Have you tried your hand at designing your own Mustang yet? Log onto [www.fordvehicles.com/cars/mustang](http://www.fordvehicles.com/cars/mustang). The site will keep you entertained for hours. You have the opportunity to modify one or more of your own Mustangs online with their Mustang Customizer.

I love cars. Period! I love muscle cars most, I love luxury cars, I just love cars. But, knowing what the other manufacturers are *trying* to accomplish is, well, I can't find a correct adjective. But, we all know Ford *IS* accomplishing its goals. From the top executives at Ford to the engineers to the people on the assembly line, they have to smile each and every day as they see the progression of Ford vehicles coming to the consumer.

I, for one, want to say thank you to Ford Motor Company. Thank you for keeping to the heritage of the Mustang, thank you for the commitment to your customers, and thank you for bringing us **Mustang Nation!**

Your perpetually optimistic and slightly off-center editor,

*Mary Jean Wesche*

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