

# THE WOODWARD

## A FUN TIME IN THE MOTOR CITY



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Since its inception in 1996, the Woodward Dream Cruise has grown from a one-day cruising celebration of Motor City performance vehicles to a week-long event featuring open houses, track events, displays and exhibits and of course cruising in *anything* on wheels day and night. A good example of the enthusiasm generated by the Dream Cruise is MCA member Bill Cook, who takes vacation from his job at Ford Motor Company, fires up his 1970 Boss 302 and 2001 Bullitt and cruises Woodward Avenue racking up over 350 miles on each Mustang. Another 1970 Boss 302 owner and MCA member, Mark Storm makes sure the oil gets hot in both his Boss and 1988 Mustang GT convertible as he travels to the MRT Performance open house in the Detroit suburb of Plymouth and then reports to Woodward Avenue every night to cruise and enjoy himself.

Enthusiasts from all over the world travel to the Motor City each August to partake in the week-long activities. On Saturday, the official day of the Woodward Dream Cruise, more than 1.5 million people attend and participate along the 17-mile stretch of Woodward Avenue from Ferndale to Pontiac.

The center of all Ford and Mustang activity is Mustang Alley located on Nine Mile Road and Woodward Avenue in Ferndale.

Since 1999, when Team Mustang created Mustang Alley, Ford has made the location a must attend for any Mustang owner or intender.

This year Fritz Wilke, Mustang Marketing Manager, and his team really did a great job with all the Ford exhibits and signage. Ford Racing and local Ford dealer Ed Schmid hosted the Mustang Garage where enthusiasts could have the latest intake, exhaust, and/or shifters installed. The Ford exhibit area also included our MCA display where President Steve McCarley, MCA Board Directors Ed Hockaday and Rick Umberger, along with MCA member Tim Hahn worked hard all day presenting the MCA to the large audience. Also showcasing their latest products were MRT Performance, Classic Design Concepts, Roush Performance, and Motorcraft. A great selection of Ford performance products and vehicles for new and vintage vehicles.

Shelby American had their own section of Mustang Alley that featured the new 2011 GT350, GT500 SuperSnakes and a Shelby GTS concept car. The Shelby display area was quite



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large and was filled with Shelby Mustangs of all types including: SuperSnakes, GT500s GT500KRs and some highly tricked out Shelby GTs. Even the light rain on Saturday did not keep the Shelby owners away.

One section of Mustang Alley, right near Woodward Avenue was the 2012 Boss 302 display featuring the Boss Laguna Seca and standard Boss 302. Both versions are outstanding and the best-handling Mustangs ever built by the factory. The legend was back and on full display. The display was jammed with enthusiasts getting their first look at the latest performance Mustang, more proof that it is a great time to be a Mustang enthusiast.

The Woodward Dream Cruise is a great event that every Mustang enthusiast should experience at least once. The thrill of seeing Mustang Alley is something not to be missed. The only problem is once you attend you will want to return again and again. **MT**





▲ MCA member Jim Buehler (R) drives his 1988 extremely modified Mustang GT to events all over the country from Oconomowoc, Wisconsin. Here he chats with MRT President Scott Hoag as Jim Hearrell looks on.



▲ The business end of the Ford SEMA Award winning turbocharged MRT Mustang Interceptor. The intake features the MRT Appliqué that adds a high tech look to an engine compartment.



▲ This owner of a 2008 Mustang Bullitt created a very informative and attractive display for his car in Mustang Alley.



▲ MCA Members, left to right, Mark Storm, Bill Cook and Jim Hearrell admire Cook's 2001 Mustang Bullitt during the MRT Performance open house, held Friday before the Woodward Dream Cruise.



▲ The MRT open house showcased a number of the firm's SEMA Ford Design Award winners including the "Very Cherry Mustang V6 turbocharged convertible. In the background is the MRT Taurus SHO 2009 SEMA Show Ford Design winner.



▲ Ford brought a number of the 2012 Boss 302 Mustangs to Mustang Alley. This Kona Blue Metallic Boss 302 was a crowd favorite.



▲ The Mustang convertible on the right has a cold air system feeding its V8. The 2011 Mustang V6 convertible has 305 horsepower and got over 27 mpg in all sorts of cruising and driving during our stay in Detroit. The new for 2011 electronic power-assisted steering is by far the best steering ever offered in a Mustang.



▲ Shelby American's Mike Roberts (L) and Jim Hearrell discuss the new GT350 and the Red Shelby GTS concept Mustang.



▲ Ford displayed this 2012 Focus RS and it generated lots of interest in Mustang Alley. The new Focus will be a great addition to the Ford car lineup.





▲ Howard Freers (L) who led the engineering team that developed the 1969 Boss 302 is pictured with Dave Pericak, Mustang Chief Nameplate Engineer. The light rain did not deter Dave from firing up the Laguna Boss 302 and delighting everyone...



▲ Outside the MCA tent, left to right Ed Hockaday, Jenny Clor, Jim Hearrell, John Clor and MCA President Steve McCarley are pictured in Mustang Alley. The MCA tent was busy all day long.



▲ Classic Design Concepts exhibit featured the company's new RTR Mustang. As with all the restyling products from CDC, the RTR is a high quality, well designed package.



▲ The Ford Racing Mustang Garage was the place where Ed Schmid Ford technicians installed new cold air intakes, shifters and axle back exhaust systems.



▲ Ford Racing introduced a new supercharger for the 2011 Mustang GT at the Woodward Dream Cruise.



▲ Jim Farley and son Jameson enjoyed the Woodward Dream Cruise. In addition to being Ford Group Vice President, Global Marketing Sales and Service, Jim is a true car guy.



▲ The Ford exhibit showcased all kinds of performance Mustangs including the Falken Tire drift Mustang.



▲ Mustang and Cobra II enthusiast and authority John Clor poses with his newly restored Cobra II. The Cobra II was restored by MCA members Jeff and Julie Yergovich's R&A Motorsports in Kansas City. Clor also owns a 1978 King Cobra.



▲ MCA Member Mark Storm's 1970 Boss 302 and a 1969 Boss 302 are the end result of Bunkie Knudsen's directive to produce the best handling Mustang ever in 1969.