

ROYAL PURPLE REEL WARS VIDEO CONTEST



Royal Purple Inc. announces the launch of the Royal Purple Reel Wars High Performance Video Contest. Beginning April 1, video entries can be posted to the Royal Purple Inc. fan page by uploading the video to the Contest application. Videos should show Royal Purple products being used in unique and creative ways. More information and contest rules can be found at www.royalpurple.com/reelwars.

Submissions for the video contest will be accepted until June 3, 2011, after which online voters will help choose the best video. Online voting will close June 10, 2011. The top five videos receiving the most votes will move on to the final round, where the winning video will be chosen by an independent panel of judges. The winner will be announced June 17, 2011.

The Grand Prize winner of the contest will win \$5,000. All entrants will receive one (1) case of the Royal Purple motor oil, or a certificate for merchandise from the online company store.

Royal Purple encourages sharing the contest with other Royal Purple enthusiasts. Entries may be submitted by an individual or as a collaborative effort, but entries are limited to a prize of only one (1) case of Royal Purple motor oil or a certificate for the company store. Each entrant is allowed one (1) video entry within the contest period.

"This contest is a great way for Royal Purple enthusiasts and consumers to show how they put our products to the test," said Director of Consumer Marketing Randy Fisher. "We expect a variety of video styles that showcase our products in fun, imaginative and even extreme ways."

There is no purchase necessary to enter the Royal Purple Reel Wars High Performance Video Contest.



Full site: www.royalpurple.com

Ringtones

[Back](#)

- Alfa Romeo Spider: .mp3
- Aston Martin DB7: .mp3
- BMW 328i: .mp3
- Chevy Camaro: .mp3
- Chevy Chevelle: .mp3
- Chevy Corvette: .mp3
- Dodge Charger: .mp3
- Dodge Viper: .mp3
- Ducati: .mp3
- Ferrari 308: .mp3
- Ferrari 355 GTB: .mp3
- Ferrari Testarossa: .mp3
- Firebird: .mp3
- Ford Cobra: .mp3
- Ford Mustang: .mp3
- Ford Mustang GT350 Super: .mp3

<http://www.royalpurple.com/ringtones/>

MCA'S 35TH ANNIVERSARY



This year, 2011, marks the 35th Anniversary of the Mustang Club of America. We will be celebrating at each National Show and at the Grand National Show this year.

We should all be proud that the MCA has grown in numbers during the past 35 years. Wouldn't it just be wonderful if each one of us signed up just one member, this club could be so huge, and it should be.

Check out the merchandise ACME has available (see page 77) for our club and show your MCA pride!

2011 MCA CALENDAR—PRICE REDUCED

We have produced a limited-number of 2011 Mustang Club of America calendars. Every Mustang featured belongs to an MCA member. The full-color, 12-inch, standard-size, 13-month calendar includes Mustang and MCA facts and trivia and National Show dates.

The calendars are now on sale for \$7 plus \$3 S&H each(US). Georgia residents must add the appropriate sales tax. Canada and Foreign orders must include \$5 S&H.

Send check or money order, payable to the MCA:

Mustang Times Editorial Office
2500 Drane Field Road, Suite 111
Lakeland, FL 33811

For credit card orders, please order online at www.mustang.org or call 850.438.0626.

FRIENDS OF THE MCA

The Friends of MCA program enables members and small businesses to contribute to the growth of the Mustang Club of America through an annual contribution.

Every Friend of MCA will be recognized for 12 consecutive months in a special Friends of MCA listing in *Mustang Times* on page 66, the Club Services page. The listing will include the name of the person or company, phone number, and email address or website contact information.

The Friends of MCA annual contribution is \$150. All contributions should be made payable to the MCA and sent to:



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NAIAS 2011

Every year, during the month of January, the North American International Auto Show is held in Detroit at the COBO Center. Ford Motor Company always has a fantastic display of vehicles and interactive displays for attendees.

This year, Ford introduced the C-MAX, an all-new and affordable compact family vehicle. It introduces a host of unique features to the consumer, including an industry-exclusive hand-free rear liftgate, a versatile seating configuration with five seats in the main cabin and two smaller seats in the third, twin sliding doors, and active park assist.

Additionally, Ford introduced the C-MAX Energi, the company's first-ever plug-in hybrid production electric vehicle, which is based on the Ford C-MAX five-passenger vehicle. The C-MAX Energi targets more than 500 miles of driving range using the battery and engine and delivers better charge-sustaining fuel economy than it's GM counterpart.

Ford's display included First Responder vehicles, and samples of every model from the Ford and Lincoln lines.

In addition, they had a track set up inside the display, with a Ford Focus Electric and a Ford Transit Electric taking laps. There was also a slot car track set up for Mustang enthusiasts to try their hand with a Boss 302 Slot Car. Of course, no Ford exhibit would be complete without a sampling of Mustangs. The new Boss 302 was front and center on its own stage/dyno display.

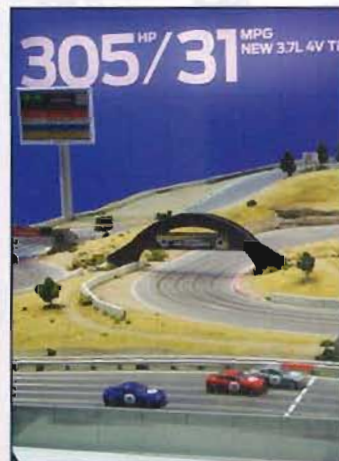
All-in-all, it's a great time to be a Ford fan!



▲ The Ford Focus Electric followed by the Ford Transit Electric on the inside track.



▲ The Ford At Home Charging Station.



▲ Attendees had an opportunity to try their Slot Car skills with this mini Boss 302 race track.



▲ The All-New Ford C-MAX.



▲ The Boss 302 in Competition Orange set upon a stage/dyno was an attention-getter.



▲ Overhead view of the C-MAX.



▲ The C-MAX center console.



▲ Roush had their 545hp Roush 5XR at the DUB Magazine display.