

SPECIAL ANNOUNCEMENT



And you thought you'd never hear from me again! Well, here I am and I'm bringing great news. Hopefully, you will be just as pleased as I am.

In 2010, Shelby American became a corporate sponsor of the Mustang Club of America. At the time, lots of folks, me included, were tickled pink (hey Horace Collums, I'm using one of your lines) with the idea Shelby considered the MCA a worthwhile investment.

Heck, if Ol' Shel believed in us, we must have made "the big time." Having a living legend on the team means a lot when you're describing the MCA to friends, family, and potential members.

Well ... I want to announce that Shelby American has RENEWED their corporate sponsorship of the Mustang Club of America for 2011-2012.

You can believe they recognize the MCA, and all our members that are loud, vocal, and loyal. I feel certain all of us are thrilled to have Shelby American continue their relationship with the MCA. And, I'm just as certain Shelby American is thrilled to have us!

Look for articles, information, and other Shelby related materials in upcoming issues of *Mustang Times*.

In the mean time, "Thank You, Shelby American, for believing in the Mustang Club of America. You do us proud by bringing legendary machines to life. We, the membership of the MCA, are proud to have you as a part of our family!"

Steven McCarley, National Past-President

SEMA ACTION NETWORK CHALLENGE



SEMA Action Network (SAN) is making dreams come true with a chance to win a trip to the 2011 SEMA Show in Las Vegas with the SAN Challenge.

Entrants in the SAN Challenge are responsible for identifying and signing-up new members to the SAN, the grassroots political network, which works to promote pro-hobby governmental policies. **The entrant who enrolls the most new, unique SAN**

members by September 1, 2011, will be awarded the grand prize. Ten runners-up will win a one-year subscription to the Source Interlink Media automotive publication of their choice.

With the deadline rapidly approaching, it's time to prove how much you would like to attend SEMA.

Don't miss your opportunity to win passes, hotel accommodations, and airfare for two to SEMA. Registration of new members for the Challenge can only be made at www.semasan.com/san/join.aspx; entrants must ensure that new members write-in the entrant's name in the "please specify" section of the online registration form under "How Did You Hear About SAN?"

For more information:

Phone: Ashley Ailsworth at 202.783.6007 Ext. 39

ashleya@sema.org

www.SEMASAN.com/Challenge

"HOW MY CORSA SPEAKS" CONTEST



It's time to get your cameras rolling as CORSA Performance Exhausts announces a summer-long video contest that invites you to express why you love CORSA for your car, truck, SUV or boat.

The new contest, which is running until September 30, 2011, allows fans of CORSA exhaust systems to submit a fun, safe video that showcases "How Your CORSA Speaks to You." Videos should run 15 seconds to 5 minutes in length and can feature a wide variety of topics, such as a summer road trip, a unique comparison to stock, an exhaust installation or your very own idea for a CORSA commercial.

Have no worries if you don't own a CORSA exhaust because the contest also allows you to submit a creative video on why you wish you had a CORSA system.

To participate, the videos must first be uploaded to YouTube and then submitted to CORSA as a YouTube link. CORSA employees will chose three semi-finalists—based on creativity and originality, skill of execution, and overall theme—whose videos will be posted to the CORSA website for voting around October 3, 2011. Each of the three semi-finalists is encouraged to share and promote their video during the voting process.

Once voting is complete, each eligible participant will receive a CORSA hat.

Grand prizes are:

- 1st place wins a personalized Pro Series Tip Trophy and a \$1,000 VISA gift card
- 2nd place wins a personalized Pro Series Tip Trophy and a \$500 VISA gift card
- 3rd place wins a personalized Pro Series Tip Trophy and a \$250 VISA gift card

The contest is open to individuals who are legal residents of the United States and are at least 18 years old. Be sure to read the Official Contest Rules and Regulations for additional information.

Visit www.corsaperformance.com/videocontest to get registered and submit your video.

Featuring patented Reflective Sound Cancellation™ (RSC™) technology, CORSA exhaust systems deliver a full-bodied sound under throttle while maintaining a drone-free interior note at cruising speeds. Built from premium stainless steel, the exhaust systems are highlighted by CORSA's iconic Pro-Series tips laser etched with the CORSA logo.

Contact:

Corsa Performance Exhausts

Phone 800.486.0999

www.corsaperformance.com

DEPARTMENT OF CORRECTIONS

While researching data for my article "Patriotism and the White Grille Medallion" in the July issue of *Mustang Times*, Judges' Corner, I ran across some published data on the origins of the Mustang name for the venerable vehicle we all admire. That information tied the name Mustang to the World War II P-51 Mustang. Shortly after my article was published I heard from one of our MCA members, Bob Fria, a knowledgeable historian who has spent countless hours researching the data concerning the development of the Ford Mustang. Bob told me that the P-51 link, while thought to be correct by many, is just not so. Here is the historic and thoroughly documented correct origin of the name Mustang. — **Allen J. Stewart, MCA Head Judge, First and Second Generation**

Dear Mr. Stewart,

As the National Head Judge for MCA, you are tasked with an awesome responsibility for keeping Mustang aficionados always on the right track with regards to historical accuracy of the marque. Folks who read your column, "Judges Corner," believe what they see written as the gospel.

I feel it my duty to once again, as I have tried for many years, hopefully forever correct the misconception of how the Mustang name was derived. In your column you quote from Randy Leffingwell's "Mustang, Forty Years," information that the name was derived from John Najjar's like for the P-51 aircraft. That information was incorrect when it was published and since the 2005 publication date has been confirmed as incorrect by me and others. I am the author of *Mustang Genesis*, published by the noted historical publisher, McFarland & Co., in 2010. In the 10 years of research for this book, I spent a great deal of research time in authenticating the correct derivation of the name used to identify the new model Mustang. My information is referenced as follows: Interview with John Najjar, March 3, 2008; Chapter 9, "Finding the Mustang Name," and with many personal interviews with Lee Iacocca, Chapter 13, pgs. 124 – 125, a personal interview with Hal Sperlich, September 2, 2009, Chapter 13, and a Personal interview with Gale Halderman, Chapter 13.

First, it must be recognized that the original 2-seat Mustang was merely a concept experimental car not physically associated with the final production car in any way, not even in the name. There in lies the rub. The John Najjar story is based strictly on finding a name for that one-of-a-kind 2-seat concept car. Had Najjar not even mentioned the name to his boss Bob McGuire, this airplane story would have never gotten started. McGuire and Najjar would choose the new name for the concept. McGuire felt the name of the P-51 as suggested by Najjar was "too airplaney" and rejected its use. Najjar re-suggested the name Mustang as associated with the wild horse—an equestrian version name, McGuire liked it in that context, and they both agreed right then and there it would be called Mustang, named after the horse. And so it was. When the useful life of the 2-seat version was complete, it was agreed the name would be placed in the "already used – dead file" for concept names, and there it would remain.

Now we have to switch gears completely and relegate all we have learned about naming the 2-seat version of that concept to history, and let's move on to the 4-seat production car that we all know was introduced in the spring of 1964. Another car, another story. And they can't be mixed, hence much of the name confusion.

The 4 seat prototyped car was moving into its initial version in the fall of 1962. And with no formal name. Time was running short by the fall of 1963 to come up with a name, and after already

suggested names had been rejected, Lee Iacocca directed the J. Walter Thompson ad agency to come up with a potential name list. John Conley was dispatched to the Detroit Public Library to search for names related to animals. The list was narrowed down to six names. One of those names was Mustang, the name not being derived from the original 2-seat concept car, but simply chosen as a possible animal name from a library listing. Lee Iacocca told me himself, that the final name would be chosen by him and V.P. Styling, Gene Bordinat. Those two decided the chosen name would be Mustang, "because it suggested moving fast through the countryside." So it was Lee Iacocca and Gene Bordinat who should be rightfully credited with choosing the final name. This is corroborated by both Hal Sperlich and Gale Halderman.

My thoughts about authoring a book about the original Mustang concept were focused in one direction. I wanted to tell the story of how the concept was derived. But I also was compelled to dispel and dismiss many myths, misconceptions, and fifth-hand stories about the original Mustang. I think I was successful in doing that by using only factual, highly researched information. The book, *Mustang Genesis*, has thus far been very successful in sales and is highly acclaimed in many printed reviews. Mr. Iacocca states, "Mustang Genesis is the most accurate portrayal of the original story I have seen." The book is rated by Choice, Current Reviews for Academic Libraries, dated July 2011, as "Highly Recommended."

I think if you read the book, you'll be able to be properly versed with the latest, most highly researched documentation available about the Mustang concept beginnings. And I think you'll thoroughly enjoy the book, as many others have as reported to me.

I feel it is appropriate to ask you to amend and correct your column information on name derivation in the next issue of *Mustang Times*. It is important to disseminate this information to as many Mustangers as is possible, in the context of correcting previous naming misinformation, to that which is researched technically correct. Let's do our part to decapitate this myth once and for all!

Bob Fria

Author, Mustang Genesis

**Owner, First pre-production Mustang hardtop, 5F07U100002
MCA Member #26369**

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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