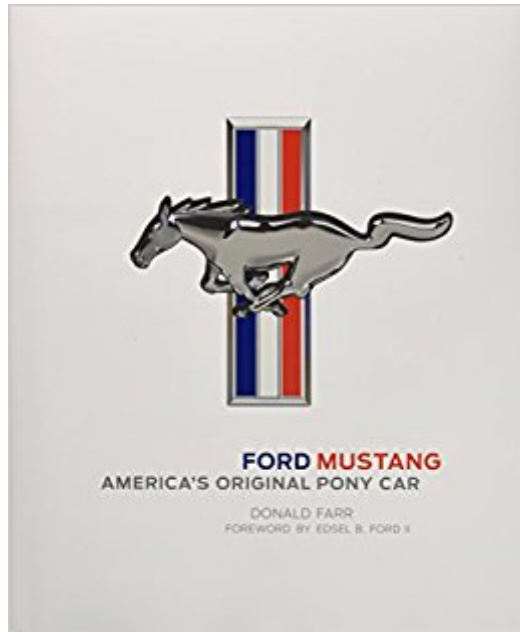




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Ford Mustang: America's Original Pony Car



Synopsis

In the early 1960s, Lee Iacocca--then director of the Ford division at Ford Motor Company--convinced Henry Ford II to produce a sporty four-seat car aimed at the emerging youth market. That car, essentially a reconfigured and re-skinned Falcon economy car, became the Ford Mustang, and it changed the automotive world like no other car before or since. In *Ford Mustang: America's Original Pony Car*, acclaimed Mustang writer Donald Farr celebrates this unbroken lineage of muscle. He chronicles the car's phenomenal first-year sales, the new pony car category it pioneered, and subsequent models that include the Mustang GT, Shelby GT350, Shelby GT500, Super Cobra Jet, Boss 302, and Boss 429 - all part of a line of American performance cars that continues to this day. Created in cooperation with Ford Motor Company and featuring some 400 photos from its historic and media archives, *Ford Mustang* is a must on the bookshelf of any muscle car or Ford aficionado.

Book Information

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Customer Reviews

"The story behind the story is among the many interesting factoids found in *"Mustang Fifty Years,"* written by Donald Farr and kindly sent to me for review by the folks at Motorbooks (www.Motorbooks.com). There's no need to re-hash all 50 years of that history, right up to the 2014 Ford Mustang, in this review. Let's just say that Farr does an excellent job of it." - AutoByTel.com

"This colorful coffee table book does an admirable job of chronicling the Mustang's history from its conception to the present. More than just a history, the book explores all aspects of

Mustang life, from shows to celebrity owners. The pictures draw you in, but the nicely curated facts pull you through. Edsel Ford II penned the thoughtful forward." - Automobile Magazine

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"Donald Farr, a longtime writer and editor at Mustang-centric publications, provides a comprehensive recounting of the car's gestation as a design study in the early 1960s, its splashy debut at the 1964 New York World's Fair and its tumultuous life up through the fifth-generation model that is entering its final model year. The book concludes with sections on Mustangs for racing, in pop culture and for hobbyists and collectors. While not exactly a beach read, the book is more digestible, even for general audiences, than its dauntingly encyclopedic appearance might suggest. The captions for the many interesting photos are even more compelling." - The New York Times

"The story behind the story is among the many interesting factoids found in "Mustang Fifty Years". There's no need to re-hash all 50 years of that history, right up to the 2014 Ford Mustang, in this review. Let's just say that Farr does an excellent job of it." - AutoByTel.com

"It's a tall order to cover 50 years of the Mustang, but the author has done a commendable job in taking the reader through the car's exciting development and history. Every generation is explored, including the details of how the Mustang's heritage as a rear-wheel-drive V8 sporty car was saved. As it should, racing gets a healthy chapter while concepts and prototypes show the reader what Ford was thinking along the way. Of course, Mustangs played a big role in popular culture, from movies to music, and that's here too. Bottom line, if you love Mustangs, then better add this entertaining and informative read to your bookshelf." - Vintage Motorsport

"This is not a book you will read in one or two sittings and put on the shelf. You will pick it up again and again, and each time you will see things you've previously missed. The Mustang has had an interesting history and thanks to Donald Farr, this is its textbook." - Shelby Americana

"This book, by Donald Farr of Mustang Monthly magazine, features almost everything Mustang. From the Shelby GT500, the Super Cobra Jet 428, the Boss 302, and the Boss 429, this book spans nearly 50 years of Mustang." - About.com

As editor of Mustang Monthly magazine, Donald Farr has been researching and writing about Mustangs for over 30 years. In addition to his magazine work, Farr authored Mustang Boss 302: Ford's Trans-Am Pony Car and co-wrote How to Restore Your Mustang and the Mustang Recognition Guide with Mustang Monthly founder Larry Dobbs. Farr was inducted into the Mustang

Hall of Fame in 2012. Edsel B. Ford II is the great-grandson of Henry Ford, founder of Ford Motor Company. His grandfather was Edsel B. Ford, company president from 1919 to 1943, and his late father, Henry Ford II, was president of the company from 1945 to 1960. Edsel B. Ford II was named president and chief operating officer of Ford Motor Credit Company in May 1991 and elected a company vice president in December 1993. A graduate of Babson College and Harvard Business School, he is currently a member of the Ford Motor Company board of directors.

Super excited when it arrived it was a large coffee table book and pictures with captions and stories with a brief history of every car its very impressive gift for any man cave.

The Mustang connected with the American people when it was introduced publicly on April 17th, 1964 at the 1964-65 New York World's Fair. If you weren't able to attend and see it first hand, you need to get this book and you'll understand how the "Pony Car" set the standard for today's muscle cars. Donald Farr has been writing and photographing Mustangs seemingly since then. His photos and in depth look at the history of the Mustang are beautifully presented in this book. More than a coffee table book, this is the rich history of America's and the World's original Pony Car.

Donald Farr is the expert on everything Mustang. He does not disappoint with this book. This is his best book yet and is a must read for the Mustang enthusiast--or anyone who likes cars.

Donald Farr is by far one of the best writers & most knowledgeable people regarding the best car there is, the Mustang! I highly recommend this book & any of his other books you can get your hands on, you won't be disappointed!

This book covers everything you would want to know about our favorite pony car. Beautiful and bold photos along with excellent storylines. You will not be disappointed and it's worth the price.

Written by the go to authority on Mustangs, a enjoyable read for a novice or a seasoned Pony aficionado. The photography is first rate and this will be a welcome addition to any Mustang Lovers Library.

Like all books written by Donald Farr, this one is very comprehensive and has many wonderful stories. The photographs are top shelf. Was happy to add it to my collection.

A great story of the Original Pony Car!

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