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I think people are so passionate about Mustang because it gives you a sense of freedom. I've always said if I could only own one car for the rest of my life, it would be a red Mustang convertible with a V-8 engine. It doesn't get any better than that."

Bill Ford Jr. Chairman, Ford Motor Company

WELCOME TO THE START OF YOUR MUSTANG STORY!

One of the most iconic cars of the last 50 years, the Ford Mustang is one of the most recognizable cars in the world. But did you know it's also one of the most customizable?

Your LEGO[®] model represents what's made Mustang connect with its owners and fans for so many years – a fun, stylish, sporty car that was 'Designed to Be Designed by You'. In other words, Mustang owners are not only known to mix and match options so that it's rare to see two together exactly alike, but also to shop the aftermarket to personalize their cars.

The Mustang's ability to build a truly personal – almost emotional – connection with owners has helped make it a huge success across generations. And now it's your turn to tell the next chapter in the Mustang story.



A TRUE CROWD-PLEASER

The Ford Mustang was the result of efforts by several key Ford people – including product planner Hal Sperlich, chief engineer Don Frey, designers Gale Halderman and Joe Oros, as well as Ford Division VP Lee lacocca – to develop and market an exciting new automobile with widespread appeal.

Sperlich interpreted research on the record numbers of leadingedge baby-boomers and college grads entering the workforce and car market, which indicated that they were looking for a fun-to-drive second family car. Iacocca wanted to attract those young buyers to Ford with a stylish yet affordable sports car that was also practical and attainable. Frey sought to engineer





a capable but economical vehicle that was easy to manufacture, all while Halderman and Oros wanted to style something fresh and different – something sporty and, at the same time, beautiful. When they were finally able to get the green light for production from then-Ford Chairman Henry Ford II, the rest, as they say, is history.

The Ford Mustang was so successful that its name and shape soon became identifiable the world over, and even led to the creation of the term 'Pony Car' for the segment of affordable, compact cars with a sporty or high-performance image that followed.

THE BIRTH OF A LEGEND

Your LEGO[®] Creator Expert Ford Mustang is inspired by the classic 1967 Mustang. Featuring a long hood, short deck, optional V-8 engine and seating for four, the car made its public debut at the

New York World's Fair on April 17, 1964 and was an instant hit. Mustang's total sales from 1964-1966 were a record-breaking 1,464,362 cars!

EVOLUTION OF AN ICON

According to J Walter Thompson's Frank Thomas, Ford's advertising account executive, the Mustang name was chosen because 'it had the excitement of the wide-open spaces and was American as all hell'. The next challenge was creating an emblem that captured that spirit. Now a true icon among car lovers the world over, here's the story of how the Mustang emblem evolved.



The goal was to create something that reflected both a horse for the car's name and that the car was American. Phil Clark's concept, of a galloping horse with a red, white and blue tri-bar design to reflect the Mustang's American heritage, was the initial favorite.



The proportions of the original logo were deemed too tall to fit nicely in the production-style grille corral. Design studio modelers Charles Keresztes and Waino Kangas were tasked with creating new versions of the pony for the grille and fender of the Mustang II concept and the 1965 production car.



The production grille Pony emblem surrounded by the corral on the 1965 Mustang. Compared to Phil Clark's original design, this and subsequent versions of the pony show more of a running stance rather than galloping. The head and neck are more horizontal and the tail flows out behind.

'DESIGNED TO BE DESIGNED BY YOU'

One of the secrets behind the success of the Mustang is the seemingly infinite ways it can be customized according to the owner's desires. That's why the car's first advertising slogan was: 'Designed to be designed by you'.

The Mustang's option list was a major reason for its initial success. The car could be tailored to individual buyers - you could order a basic-transportation Mustang, a sporty one, a small luxury liner or a high-performance version.

Car Life magazine summed it up at the time: "It is a sports car,

a 'gran turismo' car, an economy car, a personal car, a rally car, a sprint car, a race car, a suburban car and even a luxury car."

The car was equally popular with both young and older buyers, though more than half of first-year buyers were under 34. Notably, women bought as many Mustangs as men.



THE COLOR OF LOVE

Over the years, red has established itself as the most popular color among Mustang owners. But it wasn't always that way... brown Mustang anyone?!



GET TO KNOW YOUR MUSTANG

Your Mustang features working front-wheel steering.



LEGO[®] Senior Designer Mike Psiaki played a leading role in the development of the LEGO Creator Expert Ford Mustang. He runs through some of the model's most fascinating features.



A blue 2x4 brick – the core LEGO[®] building block – is used at the center of the big block V8 engine, the heart of the Ford Mustang.

The doors fit seamlessly to the body when closed



EDE

The Shift-O-Matic transmission can click between different positions, just like on the real car. Turn the hidden wheel to lift your Mustang!







TWO NEW ELEMENTS

1. 2x8 Bow brick – designed to capture the streamlined curves of the roof and air intakes.



2. 5-spoke wheel - designed to allow the steering function to fit inside the wheel for tighter turning.

The German number plate included with the car belonged to LEGO[®] Senior Designer Adam Grabowski who built one of the early concept models of the car.



















In 2007, Ford released a special pink version of the Mustang to help raise money to fight breast cancer.























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The Mustang is the car driven by Steve McQueen in the iconic car chase in the 1968 movie *Bullitt*.





























































































































































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Ford's 300 millionth car was a special edition Mustang – a GT convertible.



















































































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To mark its 50th birthday in 2014, Ford assembled a Mustang on the 86th floor observation deck of the Empire State Building.



































































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The first Mustang sold was only ever intended to be a demo model – but Eastern Airlines pilot Stanley Tucker convinced a dealer in Canada to sell it to him. Ford were able to reacquire the car after two years... in exchange for the millionth Mustang made.





POWER UP YOUR MUSTANG!

Six ways to customize your Mustang

- 1. Adjustable rear suspension
- 2. Shorty exhaust headers
- 3. Supercharger with scoop intake
- 4. Front splitter
- 5. Rear spoiler
- 6. Nitrous oxide tank

































































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LECENCE TO BUILD



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