

## REPORT TO FORD DEALERS:



# Mustang!

### A new generation of cars . . . for a new breed of Americans!

There's a new kind of excitement along Automobile Row . . . the excitement of youth! Suddenly, showrooms are filled with young people . . . college grads, junior executives, young marrieds . . . fresh, eager new buyers, underlining the single most important statistic of the Soaring Sixties: *within two years, half the population will be 25 years of age or younger!*

Mustang is their car. It is the only car, as a

matter of fact, specifically designed to meet the needs of this huge new youth market.

You've heard the background on Mustang . . . the facts and figures that guided our engineers, our stylists and our marketing specialists. You've heard how Mustang was designed to fit every taste and almost every pocketbook.

But step back for a minute, and take a long look at the Mustang in your showroom. You can sense that facts alone tell only part of the

Mustang story. Behind the cold statistics pulses a liveliness, an excitement, a flair for good living that is equally important. You can't measure it. It's difficult to describe. But you *see* it the moment you look at Mustang . . . *feel* it the moment you slide behind the wheel.

Mustang is a new breed of car . . . the first of a new generation of Fords you'll be seeing in the years to come!

A PRODUCT OF  MOTOR COMPANY

## FORD DIVISION BACKS YOU BEST

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