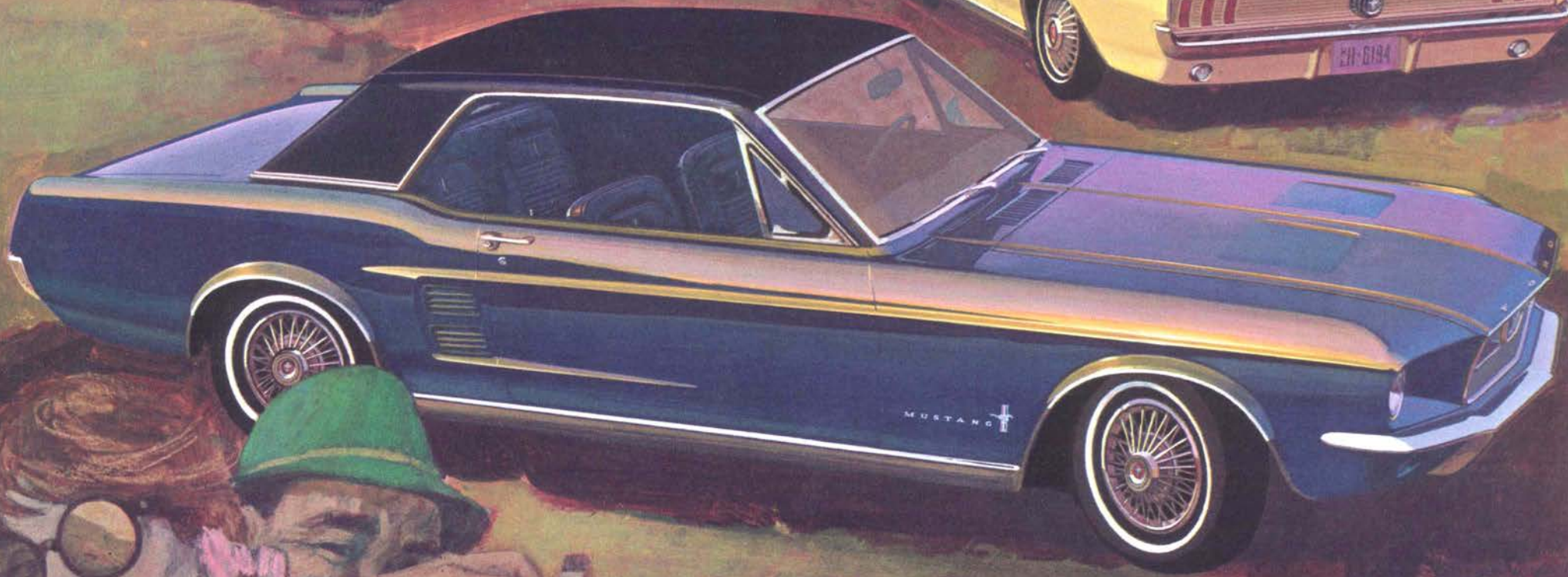


Three new ways to answer the call of the Mustang...



Mustang '67

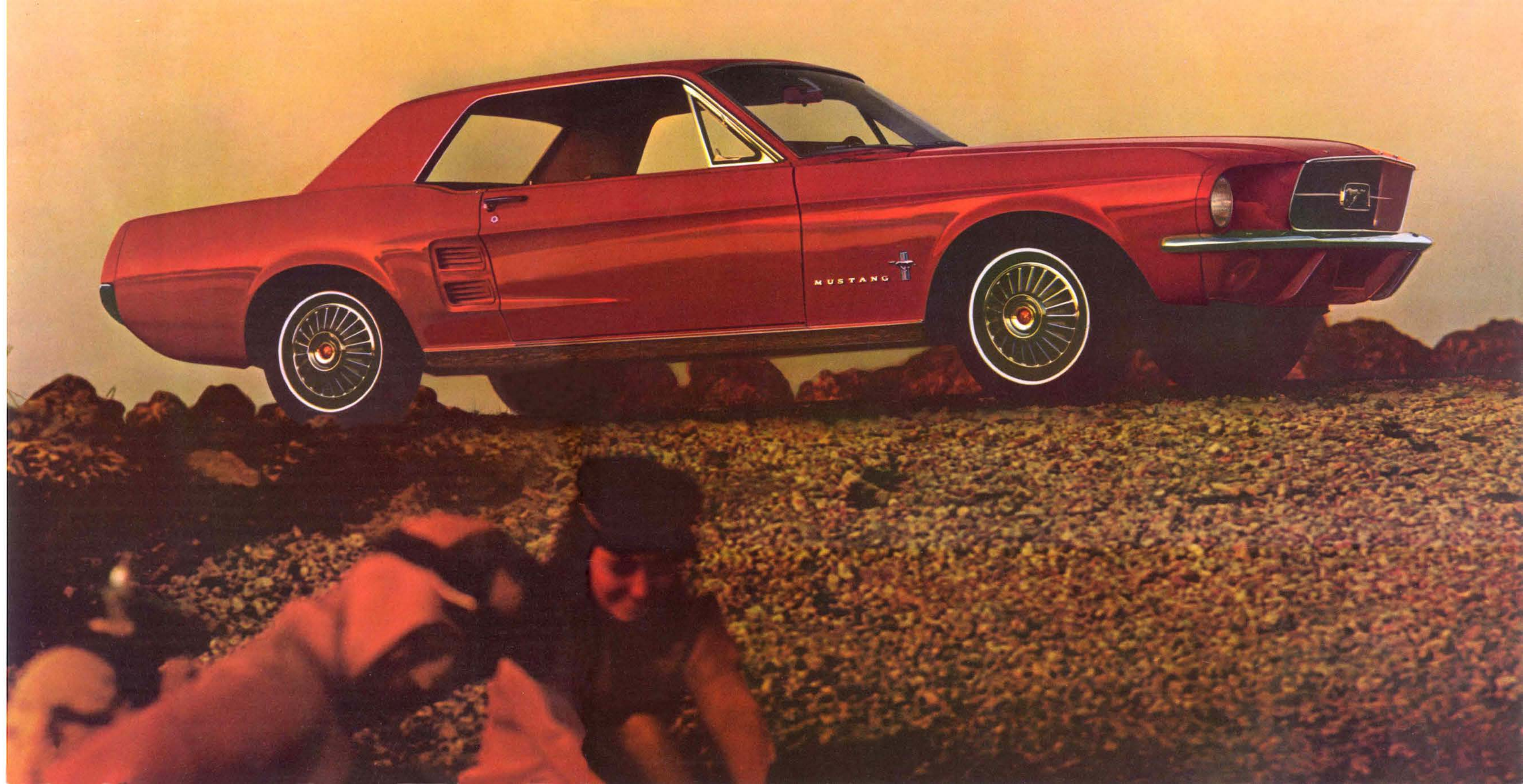
Mustang Hardtop: World's best seller. Bucket seats, vinyl trim, carpeting are standout standard features

How do you improve on a classic? How do you add excitement to an American original — an original which is already the most exciting, most acclaimed new car in history? With subtle body changes and interior improvements. The result is a rare combination that says Mustang for '67 is undeniably new—without taking away the flair and flavor of the classic design that is so unmistakably Mustang!

We've added fresh Mustang optional features, like a hefty 390-cubic-inch Thunderbird Special V-8 for extra spirit. Like the Tilt-Away Steering Wheel that moves aside when you open the door — and tilts up or down to nine different driving positions. Fingertip Speed Control which lets you set cruising speed without need to maintain constant accelerator pressure. SelectShift Cruise-O-Matic . . . go fully automatic or shift manually for the fun of it *without* a clutch. Greater traction Wide-Oval Sports Tires with V-8's. Front Power Disc Brakes. SelectAire Conditioner and Convenience Control Panel.

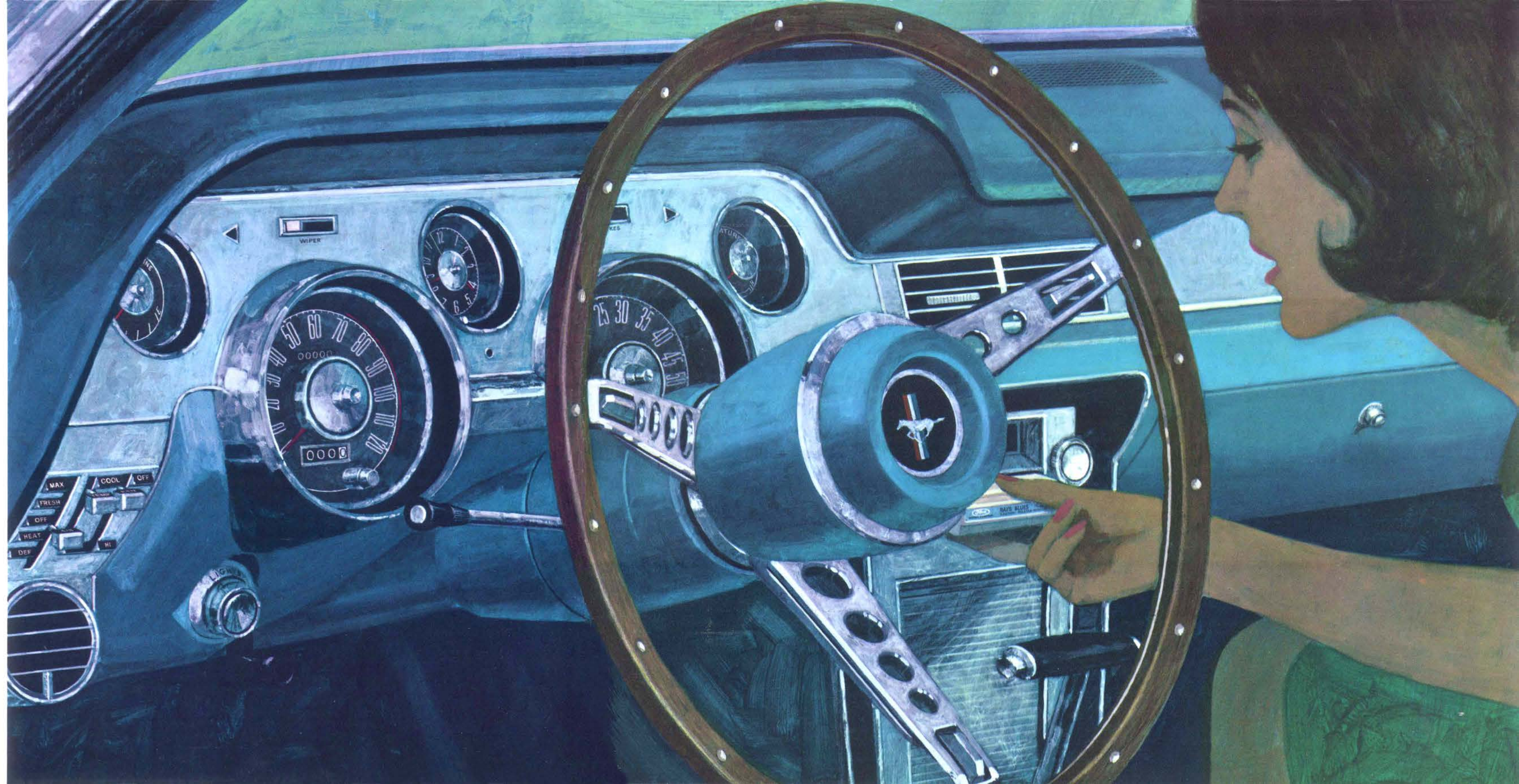
What did we keep? The standards that made Mustang a classic in the first place . . . standards that won the hearts of almost a million-and-a-half owners in under three years. Those owners (and many more) have taken the Mustang Pledge . . . because of standard features like bucket seats and full carpeting. Floor-mounted shift. All-vinyl trim. Lithe performance and handling. And most particularly we kept the classic long, lean, adventurous look — of Mustang, the original. Take the Mustang Pledge in one of three exciting ways . . . hardtop, convertible, fastback.

Bred first...
to be first!



Your Mustang can be a luxury car . . . sports car . . . or family fun car. To help you decide, let's point out some of our newest and nicest options (right). The instrument panel with its handsome brushed aluminum appliques is one of nine separate luxury items in the **Interior Decor Option** (pages 8-9). **SelectAire Conditioner** (lower left) makes you your own weatherman. You can cool down summer's heat or warm up winter's cold with the ease of fingertip controls and four adjustable panel outlets. Self-regulating **Electric Clock** is centered in the panel. Below it (large dials) are the **Trip Odometer** with push-button reset (in speedometer) and **Tachometer** (0-6,000 rpm) available with V-8's. **Deluxe Steering Wheel**, with woodlike rim and perforated spokes, is an elegant touch in any Mustang. New faster ratio **Power Steering** (20.3 to 1 overall ratio) does all the work . . . leaves all the fun for you. Built into the turn signal lever, **Fingertip Speed Control** lets you set your speed anywhere between 25 and 80 mph and holds it for as long as you like. Enjoy the full, rich sound of your favorite music on tape with Mustang's multi-speaker **Stereo-Sonic Tape System** with **AM Radio**. Both are mounted in the new optional **Console**. Also console-mounted is the T-bar shift lever of **SelectShift Cruise-O-Matic** (vinyl-trimmed here as part of the Interior Decor Option). Standard equipment on all Mustangs for '67 are the color-keyed padded instrument panel, padded windshield pillars and padded sun visors. The deep-dish steering wheel has a new padded hub, and above the circular dials is the warning light that is part of Mustang's new dual brake system. Standard Ford Motor Company Lifeguard-Design Safety Features are detailed on page 15.

More than ever
designed to be
designed by you



Mustang Convertible: available with a unique folding tempered safety glass rear window

You're looking at 3,000 pounds of pure delight. Deep-foam bucket seats that adjust individually. All-vinyl trim. Full carpeting. A sweet, saving 200-cu. in. Six. *Fully* synchronized 3-speed manual (downshifts under way without gear clash). An easy-handling top that's up or down in a jiffy and hidden away.

All of these come standard on the convertible, and at a very pleasing Mustang price. And for just a little more, see how much more delightful you can make it with Mustang options. Power top, for instance. Faster ratio Power Steering. Wide-Oval Sports Tires with V-8's. SelectShift Cruise-O-Matic.

You can design your Mustang Convertible any one of a thousand different ways. Whichever one you choose, your Mustang will include the extra convenience of exclusive Ford features like the reversible key and suspended accelerator pedal . . . the extra savings of Twice-a-Year Maintenance and extra protection of Ford Motor Company's 3-Point Warranty Plan (back cover).

SelectShift Cruise-O-Matic . . . the best of *both*, automatic driving and manual shifting, in one transmission



This Mustang flips its top over you

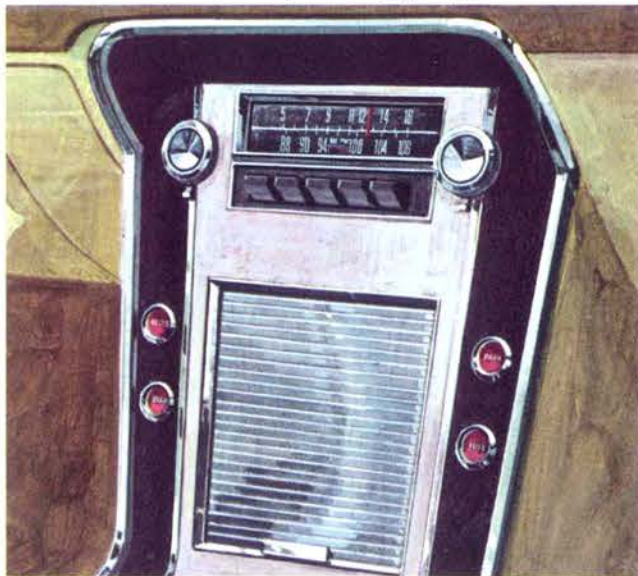
Ask for the Interior Decor Option in your Mustang and this is how it will look—all richness and elegance.

Select from seven colors in this trim, or two* with seat inserts of Comfort Weave vinyl (it "breathes" for added warm weather comfort). Integral arm rests blend smoothly into door panels. Behind the grille ornamentation on lower doors, courtesy lights shine a red warning beam to the rear, a clear beam into the car whenever doors are opened.

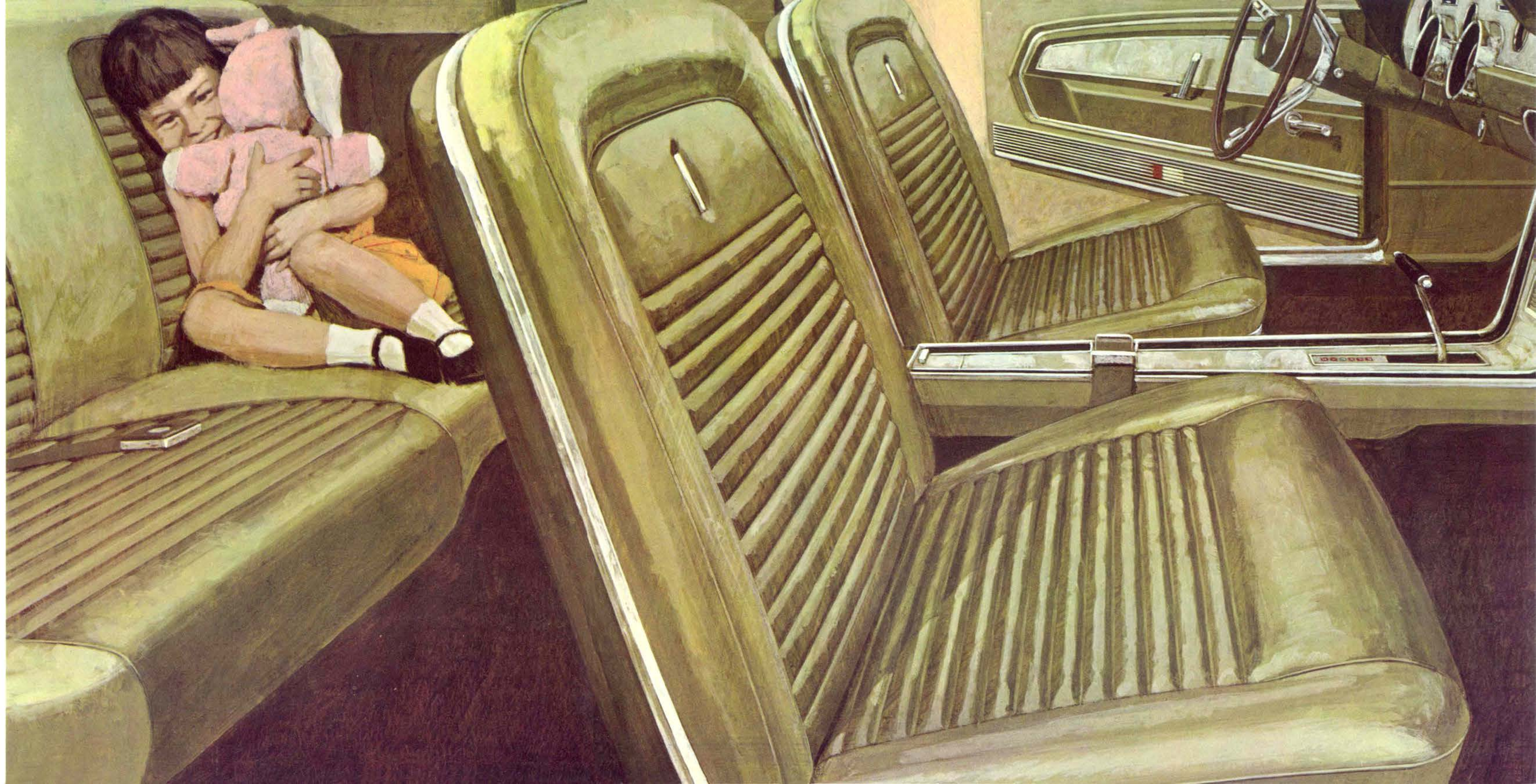
Overhead (hardtop, 2+2) is a roof console with twin map lights. The instrument panel is set against rich appliques of brushed aluminum (see pages 4-5). An electric clock is included. Even the T-bar for Cruise-O-Matic (when so equipped) has a vinyl-trimmed grip. All this in just one Mustang option!

*Separate option

Mustang Console, AM/FM Radio and Convenience Control Panel (detailed page 12)



In luxury's lap...
Mustang style!



Mustang Fastback 2+2: extra pizzazz with Exterior Decor Group and styled steel wheel options

Ford takes particular pride in introducing the new Mustang Fastback!

Exclusive to the 2+2 is Silent-Flo Ventilation. With windows closed for quiet, fresh air flows in . . . stale air flows out. In common with all Mustangs, the 2+2 comes with deep-foam bucket seats, carpeting, *fully* synchronized 3-speed floor shift (it's clash-free, even when downshifting to first), 200-cu. in. Six, all-vinyl trim. There are seat belts with front retractors, an outside mirror, new lane-change turn signal, new dual brake system . . . among many standard Ford Motor Company Lifeguard-Design Safety Features for '67 (page 15).

Some important optional features: the GT Equipment Group and the Reflective Group available with this option which includes reflective GT stripes in white, red or blue, and reflective paint on wheel covers or styled steel wheels (page 14) . . . new 390-cu. in. V-8 . . . new Sport Deck Option (below). For more suggestions, pick and choose to your heart's content on the following pages.

New Sport Deck Option *triples* 2+2's luggage space. Rear seat folds down to provide a loadspace nearly 6 feet long!

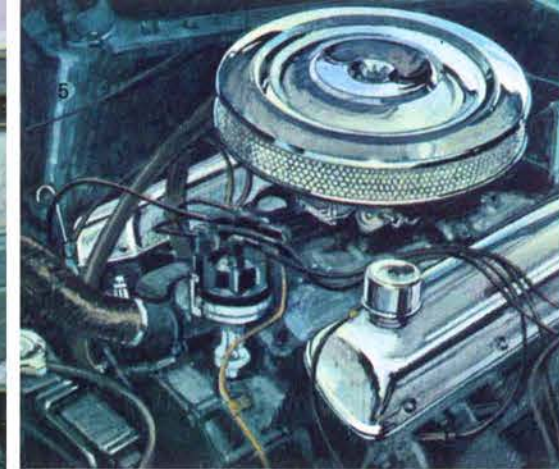
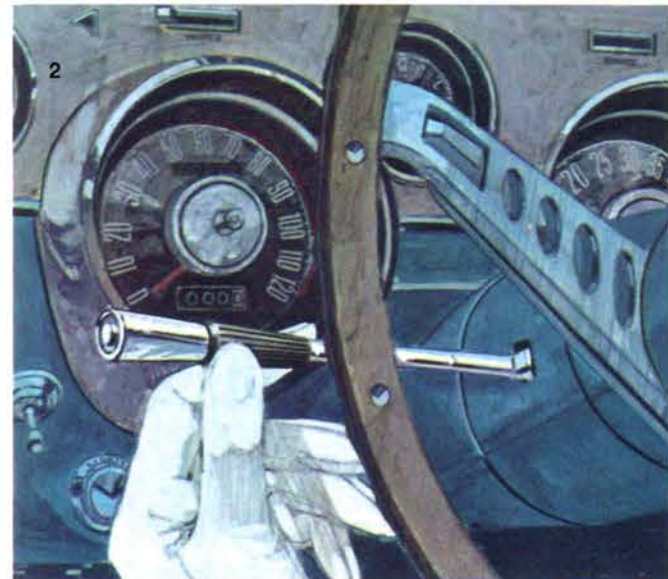


The 2+2:
sleek, smooth
sweetheart



With over 100 separate options, here's your opportunity to design an original! **Tilt-Away Steering Wheel** is a new luxury option. Open the door and the wheel moves out of your way automatically. Ready to drive, it tilts to nine different positions, one just right for your comfort. **SelectAir Conditioner** is your complete weather control center. Dehumidified air cooled for summertime comfort . . . or a bounty of warm air for heating, defrosting in winter. Adjustable panel outlets direct air throughout the car. **Convenience Control Panel** mounts four warning lights to remind you to fasten seat belts, release parking brake, that fuel is low (approximately four gallons) or a door ajar. Designed into the turn signal, **Fingertip Speed Control** lets you set any speed from 25 to 80 mph. At desired speed, you push a button, the control takes over, and you can cruise as long as you like with your foot off the accelerator. At any time, you can instantly override the control by braking or accelerating. Afterward, the control's built-in "memory" will smoothly resume your pre-selected speed. A new across-the-body **Shoulder Harness** is available for driver or front seat passenger. Firmly anchored in roof and floor, it is self-storing when not in use. **"Tailored Tires"** . . . You can tailor Mustang tires to your individual driving needs as never before. For example, new **Wide-Oval Sports Tires** (with V-8's) that put extra tread on the road for better traction or **Radial Ply Tires**, available with the GT option or any V-8 engine. **Styled Steel Wheels, Wire Wheel Covers** and **Deluxe Wheel Covers** are sporty "dress-up" options on the Mustang model of your choice.

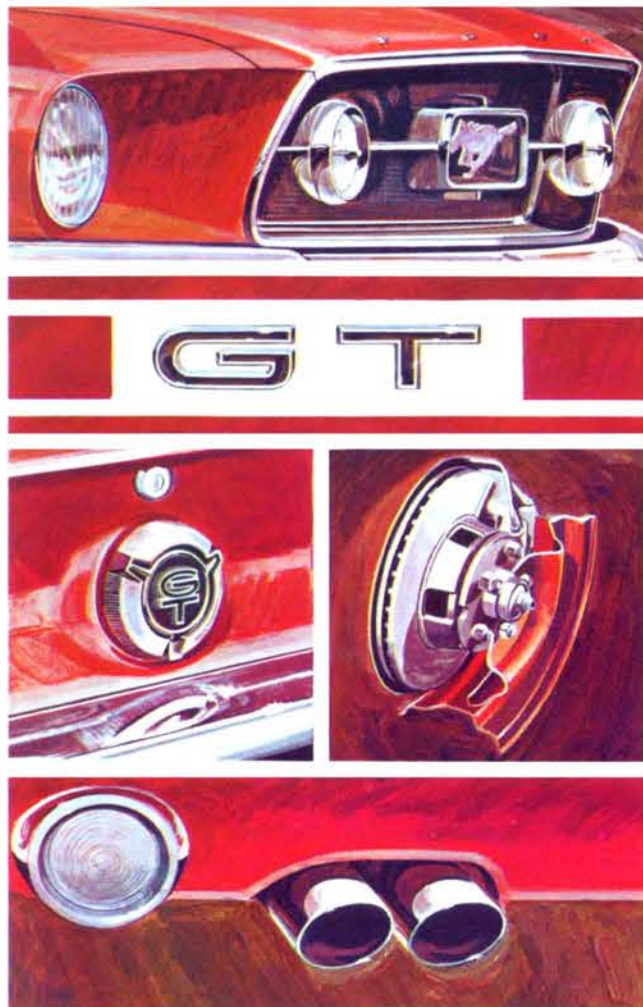
Over 100 reasons why your Mustang will be like no other



For a performance Mustang, consider any one of *four sparkling optional V-8's* from the 289-cu. in. Challenger to the brand-new and very muscular 390-cu. in. Thunderbird Special. **4-Speed Manual** in the close-ratio, sports-type stick shift that the buffs prefer. Or maybe you'd like the fun of manual shifting occasionally, but an automatic for most of your driving. Get **SelectShift Cruise-O-Matic**; it gives you *both*. Additionally, there are **Power Front Disc Brakes** with greater fade resistance and braking ease; faster ratio **Power Steering** (20.3 to 1 overall ratio); **GT Equipment Group, Special Handling Package, Competition Handling Package** (described on page 14) and many more. **Exterior Decor Group** includes functional, "breather" hood louvers with turn signal indicators built in. Also included: (cover, page 10) wheel cutout moldings, deck lid moldings (standard on 2+2) and pop-open gas cap (page 10). **Rear Grille** (cover, page 10), adding a note of distinctive elegance, is available as a separate option with the Exterior Decor Group. In the Mustang Hardtop or Convertible, you might like a **Full-Width Front Seat** in place of the familiar buckets. Includes folding center arm rest for driver and passenger. (Available in parchment or black vinyl.) **AM/FM Radio** is a versatile "entertainment center." Five push buttons provide any combination of your favorite AM or static-free FM station selections. Special Mustang Convertible options include the unique new **Folding Rear Window** of tempered safety glass (a special "hinge" does the trick neatly); a **Power-Operated Top** in your choice of black or white; a snap-on **Convertible Tonneau Cover**. And there are many more Mustang options!

1. Tilt-Away Steering Wheel 2. Fingertip Speed Control 3. Shoulder Harness 4. Wheels and Wheel Covers 5. Four V-8's (up to 390 cubic inches) 6. Functional Airscoop Hood Louvers with Front Turn Signal Indicators (Exterior Decor Group) 7. Full-Width Front Seat and Folding Center Arm Rest (illustrated in Mustang's stylish standard interior)

How to make a Mustang GT



First, pick your V-8. Any of four big choices from the 289-cu. in. Challenger to a new 390-cu. in. Thunderbird Special — ranging in power from 200 hp to 320 hp. Then add the GT Equipment Group, and wonderful things happen.

Up front, a pair of 4-inch fog lamps are built into the grille, giving the Mustang GT the appearance of an expensive rally-type machine. Tires are F70-14 Wide-Oval Sports type, put more tread on the road for greater traction, look extra-low and sporty. Front power disc brakes take over to give you extra resistance against fade. The GT



Equipment Group also includes the Special Handling Package: higher rate springs and shocks, huskier front stabilizer bar. (Competition Handling Package* may be substituted. Includes adjustable shocks, 3.25 rear axle, limited-slip differential, among others.) The Mustang GT exhaust system, with both the high-performance Cobra and Thunderbird Special V-8, is a special low-restriction type, with dual mufflers and chromed "quad" outlets.

Final touch: accent stripes with "GT" (for stick shift) or "GTA" (for SelectShift Cruise-O-Matic).

**For complete details see your Ford Dealer*



Optional Reflective Group (above) consists of reflective GT stripes in white, red or blue and reflective paint on optional deluxe wheel covers or styled steel wheels.

Standard Ford Motor Company Lifeguard-Design Safety Features

Ever since there have been Fords on the American Road, the safety of the people who drive and ride in them has been a primary concern of thousands of people at Ford Motor Company — driving millions of miles on the test track, working millions of man-hours in the laboratory. Some of the latest results of their work are seen in the Ford Motor Company Lifeguard-Design Safety Features at right.

Lifeguard-Design Safety Features help reduce the likelihood of injury in case of an accident, but you can accomplish the most important job of all — preventing an accident. By obeying traffic laws at all times and developing alert, defensive driving habits, you can best protect yourself and your family against unsafe conditions on the road.

Standard Equipment

All Models: Power Team—200-cu. in., 120-hp Six and Synchro-Smooth Drive (fully synchronized 3-speed manual transmission). Choice of 16 Super Diamond Lustre Enamel Colors. Choice of 7 All-Vinyl Interiors. Individually Adjustable Deep-Foam Bucket Seats. Color-Keyed Carpeting. Courtesy Lighting. Cigarette Lighter and Ash Tray. Sports Steering Wheel. Reversible Keys, "Keyless" Locking. Suspended Accelerator Pedal. Heater-Defroster*. Curved Side Glass. Remote-Control Outside Rearview Mirror. Center-Fill Fueling. Bumper Guards. Twice-a-Year Maintenance.

Plus the *Ford Motor Company Standard Lifeguard-Design Safety Features* listed opposite.

**See "Prices" on back cover*

Fastback 2 + 2: In addition to the equipment that is listed above for all models, the Mustang 2+2 includes — Silent-Flo Ventilation (fresh air with the windows up!). Full Sweep Tinted Glass Back Window. Full Wheel Covers.

Convertible: In addition to the equipment that is listed above for all models, the Mustang Convertible includes — Extra-Durable 5-Ply Vinyl Top. Stretch-Taut, Color-Keyed Boot. Easy-Action Top Fastening Latches.

Standard Ford Lifeguard-Design Safety Features



Double-Yoke Safety Door Latches and Safety Hinges are strong, tight-gripping to help keep doors closed in the event of impact. As an added precaution, Positive Door Lock Buttons must be raised before door handles will operate and doors can be opened.



Thick-Laminate Safety Plate Glass Windshield offers greater protection. New Padded Windshield Pillars on either side, Padded Sun Visors overhead and Padded Instrument Panel, combine to provide added protection for the driver and passengers.



Remote-Control Outside Rearview Mirror. Provides clear view of approaching traffic and makes it easy to set the mirror at the most desirable angle. Without lowering the window, you can aim the mirror by moving the inside fingertip control.



Dual Hydraulic Brake System with Warning Light. Dual master cylinder plus separate lines to front and rear brakes. In event one line is damaged, other remains to provide partial braking while red instrument panel light warns driver of need for brake service.



Impact-Absorbing Steering Wheel with Deep-Padded Hub adds to safety. On left side of steering column is Turn Signal Lever with Lane-Changing Signal feature to indicate movements from one lane to another. On right side is 4-way Emergency Flasher switch.

OTHER STANDARD LIFEGUARD-DESIGN SAFETY FEATURES INCLUDE:

Front and Rear Seat Belts. Front Seat Belt Retractors. Day/Night Inside Mirror with Shatter-Resistant, Flexible-Backed Glass and Breakaway or Double-Pivot Support. Windshield Washers. Two-Speed or Variable-Speed Windshield Wipers. Backup Lights. Front Seat Shoulder Harness Anchors. Safety Rim Wheels. Corrosion-Resistant Brake Lines. Safety-Designed Instrument Panel and Controls. Uniform Shift Quadrant. Reduced-Glare Instrument Panel and Wiper Arms and Blades. Energy-Absorbing or Impact-Distributing Arm Rests.

Mustang Options

Exterior Decor Group (wheel cutout and deck lid moldings, pop-open gas cap, hood louvers with turn signal indicators)—cover, pages 10, 11. Stereo-Sonic Tape System with AM Radio* — pages 5, 8. Power Steering — page 4. Deluxe Steering Wheel — page 5. Tilt-Away Steering Wheel — page 12. AM/FM Radio — page 13. GT Equipment Group — detailed opposite. Reflective Group — detailed opposite. Power Convertible Top. Folding Tempered Safety Glass Rear Window on Convertible — page 13. Styled Steel Wheels — pages 7, 10, 12, 14. SelectShift Cruise-O-Matic — page 6. Power Front Disc Brakes — page 13. Fingertip Speed Control — page 12. Convenience Control Panel — page 8. Console (with radio or radio/stereo only) — pages 5, 8. Comfort Weave Vinyl Trim. Sport Deck Option (2+2)—page 10. SelectAire Conditioner—pages 4, 12. Vinyl Roof. Tinted Glass. Interior Decor Option (choice of 7 exclusive all-vinyl interiors, roof console with twin map lights in hardtop and 2+2 *only*, courtesy door lights, brushed aluminum instrument panel trim, electric clock*). 4-Speed Manual Transmission. Four V-8 Engines (up to 390 cu. in. and 320 hp). Full-Width Front Seat — page 13. Convertible Tonneau Cover. White Sidewall Tires. Tachometer (with trip odometer) — page 4. Shoulder Harness — page 12. Wide-Oval Sports Tires (with V-8's). Radial Ply Tires (with GT Group or any V-8 engine). Heavy-Duty Battery. Racing Mirrors. Body Accent Stripe. Heavy-Duty Alternator. Luggage Rack. Limited-Slip Differential. Special Handling Package and Competition Handling Package — detailed in GT Group opposite.

**Also available as a separate option*

Trailer Towing . . . For all the information about trailer towing with the '67 Ford Mustang, see your Ford Dealer. He can advise you on the special equipment recommended for towing trailers of all types and sizes. And be sure to ask him for a copy of the 16-page 1967 Ford Car & Truck Recreation brochure. It's filled with all kinds of suggestions and helpful information on the subject.

1967 Mustang Specifications

Color and Upholstery Selections: Pick your favorite color from 16 brilliant new Super Diamond Lustre Enamel single tones. Counting standard and optional choices, there are a total of 20 all-vinyl trims for the hardtop, 18 for 2+2, 16 for convertible. Your Ford Dealer will be happy to show you samples of new Mustang colors & upholstery.

Engines (see chart for availability): **200-cu. in. Six**—120 hp; 3.68" bore x 3.13" stroke; 9.2 to 1 comp. ratio; 7 main bearings; reg. fuel; single-barrel carb.; auto. choke; self-adj. valves with hydraulic lifters.

289-cu. in. Challenger V-8—200 hp; 4.00" bore x 2.87" stroke; 9.3 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves with hydraulic lifters.

289-cu. in. Challenger Special V-8—225 hp; 4.00" bore x 2.87" stroke; 9.8 to 1 comp. ratio; 4-barrel carb.; prem. fuel. Other specifications same as Challenger V-8 above.

289-cu. in. Cobra V-8—271 hp; 4.00" x 2.87" stroke; 10.0 to 1 comp. ratio; prem. fuel; 4-barrel carb.; manual choke; solid valve lifters; dual exhaust.

390-cu. in. Thunderbird Special V-8—320 hp; 4.05" bore x 3.78" stroke; 10.5 to 1 comp. ratio; prem. fuel; 4-barrel carb.; auto. choke; self-adj. valves; oil cap'y, incl. filter, 5 qt.; dual exhaust.

Engine Features: 6000-mile (or 6-month) full-flow disposable-type oil filter; replaceable dry element air cleaner; 190° thermostat; 12-volt electrical system with 38-amp. alternator; 42-amp. alternator on High Performance V-8; 54-plate, 45 amp-hr battery; weatherproof ignition; positive-engagement starter; fully aluminized muffler and tailpipe. All engines are electronically mass-balanced for long-lived smoothness.

13 Mustang Power Teams

Engines	Transmissions
200-Cu. In. Six*	S*, C
289-Cu. In. Challenger V-8	S*, C, 4
289-Cu. In. Challenger Special V-8	S*, C, 4
289-Cu. In. Cobra V-8	4, C
390-Cu. In. Thunderbird Special V-8	S, C, 4

*Standard equipment; all others optional

Transmission Key:

S — Synchro-Smooth Drive (fully synchronized 3-speed manual)
C — Cruise-O-Matic Drive 4 — 4-Speed Manual

Manual Transmissions (see chart for availability):

Synchro-Smooth Drive. Synchronized manual shifting in all three forward gears; clash-free downshifting to low while under way. Floor-mounted stick, standard "H" pattern.

4-Speed Manual. Sports-type close-ratio transmission, synchronized in all forward gears; floor-mounted stick.

SelectShift Cruise-O-Matic Drive: Lets you drive fully automatic or shift manually through the gears. Three forward speeds, one reverse. Effective engine braking in low gear (1) for better control on grades and hills. Quadrant sequence (P-R-N-D-2-1).

Rear Axle: Semi-floating hypoid rear axle; straddle-mounted drive pinion (V-8's). Permanently lubricated wheel bearings.

Front Suspension: Angle-Poised Ball-Joint type with coil springs mounted on upper arms. 36,000-mile (or 3-year) lube intervals. Strut-stabilized lower arms. Link-type, rubber-bushed ride stabilizer.

Rear Suspension: Longitudinal, 4-leaf springs with rubber-bushed front mounts, compression-type shackles at rear. Asymmetrical, variable-rate design with rear axle located forward of spring centers for anti-squat on takeoff. Diagonally mounted shock absorbers.

Steering: Recirculating ball-type steering gear provides easy handling. Permanently lubricated steering linkage joints. Overall steering ratio 25.4 to 1 (power steering 20.3 to 1). Turning diameter 38 ft.

Brakes: New dual hydraulic brake system with dual master cylinder, separate lines to front and rear brakes. Self-adjusting, self-energizing design. Composite drums grooved for extra cooling: 9" (Six), 10" (V-8's). Total lining areas: 131 sq. in. (Six), 154 sq. in. (V-8's).

Tires: Tubeless, blackwall with Tyrex rayon cord, 4-ply rating. Safety-type rims. Tire size—6.95 x 14.

Dimensions & Capacities: Length 183.6"; width 70.9"; height: hardtop 51.6", fastback 51.8", convertible 51.6"; wheelbase 108"; treads 58"; trunk luggage volume (cu. ft.): hardtop 9.2, convertible 7.7 (top down), fastback 5.1 (18.5 with optional rear seat folded down); fuel 17 gal.

Approximate Weights: Mustang Hardtop, 2695 lb. (Six), 2885 lb. (V-8); Mustang Fastback 2 + 2, 2725 lb. (Six), 2915 lb. (V-8); Mustang Convertible, 2855 lb. (Six), 3045 lb. (V-8).

Ford Motor Company's 3-Point Warranty Plan

1. 5-year or 50,000-mile warranty on car power train, steering, and suspension.
2. 2-year or 24,000-mile warranty on the entire car.
3. Only one dealer certification per year regardless of how many miles you drive.

FORD MOTOR COMPANY NEW VEHICLE WARRANTY BASIC FACTS

Ford Motor Company warrants to owners that their selling Ford dealer (or if owner is traveling or has moved, any Ford dealer), using genuine new Ford or Ford authorized reconditioned parts, will repair or replace, free of charge including related labor, the following parts in Ford-built vehicles which are found, in normal use and within the following time and mileage limits (whichever comes first), to be defective in either workmanship or materials: (A) Any part of any vehicle within 24 months or 24,000 miles, and (B) power train parts in any car or light truck, and suspension or steering parts in any car (except Broncos), within 5 years or 50,000 miles (4,000 miles or 90 days on Cobra V-8 and related power train components).

Power train parts include: engine block, head and internal parts, water pump, intake manifold, transmission cases and internal parts, torque converter, driveshafts, universal joints, differentials, and driving axles and their wheel bearings. Suspension and steering parts include all parts of the front and rear suspension systems, steering gear and linkage, power steering pump, road wheels and front wheel bearings and seals. Related items such as ignition, electrical, cooling, fuel and brake systems, engine or transmission controls or linkages, steering column and wheel, clutch assembly, shock absorbers or load leveling system are excluded. The owner is required to obtain certain maintenance services* and, every 12 months, a written certification from Ford or Lincoln-Mercury dealer that he has presented evidence that such services have been performed.

The warranty does not apply to tires or tubes (adjustments are provided by tire companies), or to normal maintenance services or normal replacement of service parts such as filters, spark plugs, ignition points, wiper blades or brake or clutch linings, or to normal deterioration of soft trim, appearance items, hoses, belts or molded rubber or rubber-like items.

The warranty applies to vehicles normally operated in the U.S.A. and Canada.

*Every 6 months or 6,000 miles: Change oil and oil filter; clean air cleaner, air filter and oil filler cap; check axle lube and transmission oil levels. Every 12 months or 12,000 miles: Replace air filter on closed crankcase ventilation systems; clean emission system and carburetor spacer; replace emission control valve and thermostat air filter. Every 24 months or 24,000 miles: Change engine coolant and check radiator hoses. Every 36 months or 36,000 miles: Replace air filter on open crankcase ventilation systems; adjust automatic transmission bands; lubricate steering linkage and ball joints; clean and repack front wheel bearings.

Prices: Mustang includes heater-defroster as standard equipment. However heater-defroster may be deleted on car order if desired at an appropriate price reduction. All optional equipment and accessories, illustrated or referred to as options, optional or available are at extra cost. For the price of the Mustang with the equipment you desire, see your Ford Dealer.

The illustrations and product information contained herein were current at the time this publication was approved for printing. However, in order to continue to offer the finest automotive products available, Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.

You're ahead in a FORD!



MUSTANG • FALCON • FAIRLANE • FORD • THUNDERBIRD