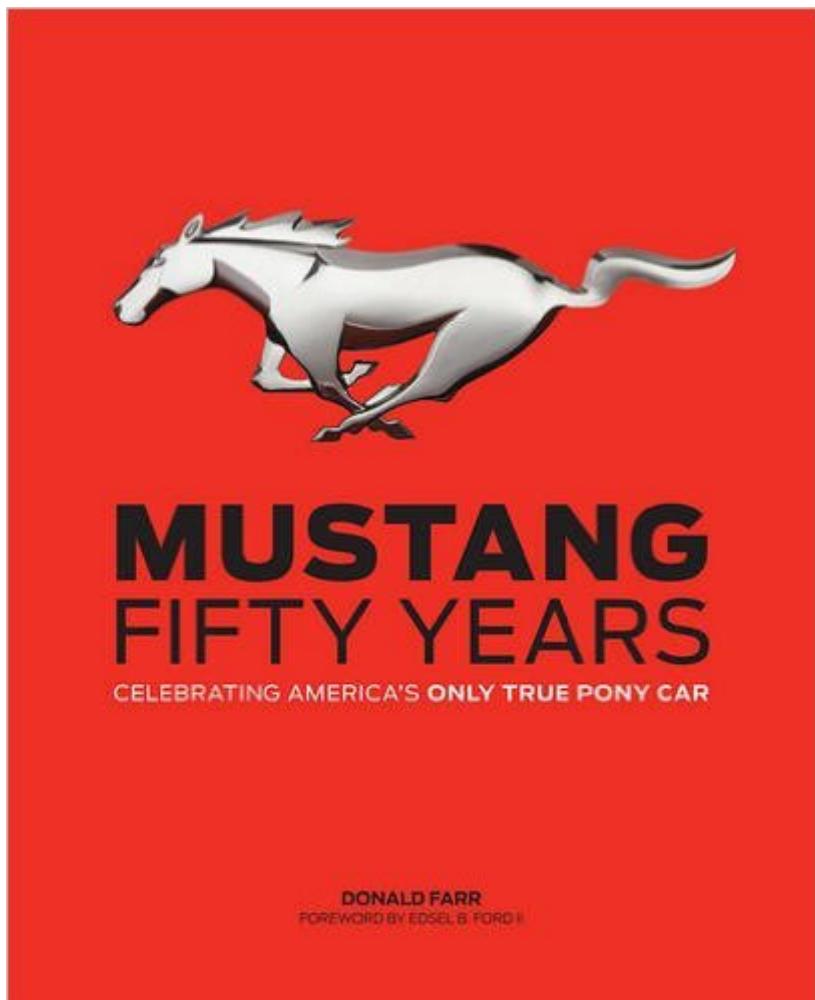


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# Mustang: Fifty Years: Celebrating America's Only True Pony Car



## 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 *Mustang: Fifty Years*, acclaimed Mustang writer Donald Farr celebrates this unbroken lineage of muscle: its phenomenal first-year sales, the new "pony car" genre 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 on to this day. With 400 photos of the USA's iconic sports car and released in tandem with the Mustang's 50th anniversary, *Mustang: Fifty Years* is a must on the bookshelf of any gearhead or Ford aficionado.

## Book Information

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## Customer Reviews

Awesome book... BUT this is to forewarn any purists who want to order this great book and want it to arrive in prime, undamaged condition... 's idea of proper packaging for this fine hard-cover book is to drop it in a box that is too big for it and then drop some bubble wrap on top of it. I have ordered and returned 2 (two!) of these books - they both arrived the SAME way. If yours arrives with bent corners and/or other damage, send it back! I have been told there is nothing they () can do about it but to refund me. So I took the refund and bought the book direct from the author - autographed too! Sure you pay more, but it goes to HIM - search for him, he accepts Paypal. I can only imagine how many damaged copies of this book will be getting back. VERY, VERY SAD.

Excellent. I could stop there, but buyers are looking for more. The book is physically awesome, with very thick pages and a hardbound cover. Donald Farr put every bit of his vast knowledge of the FORD Mustang into this book. With many, many photos from the factory archives, as well as pictures and stories from those who used these cars in all types of Automotive sports, it will take hours to read through the text and absorb the pictures. Most of the pictures are in color, with captions detailing the "who, what, and where". This book tells the Mustang story from the beginning "ideas" and design studies, several years before production began, to the latest offerings from the company known as Ford Motor Company. It is a joy to thumb through, and a must-have for any Mustang automobile enthusiast.

I have been a Mustang enthusiast for 28 years. There is much I know about the Mustang already, and things I am always learning. Donald Farr does a wonderful job putting a lot of information in a commemorative book, one that you will want to keep out on your coffee table for others to peruse. Farr seamlessly builds the stories, and moves from generation to generation, with Shelbys, special Mustang, Press Releases, and Automotive (and other magazine) reviews sprinkled in along the timelines. The back of the book introduces you to Mustangs and racing, as well as the Mustang in TV and movies (my favorites being Steve McQueen in Bullitt, and the 1967 Fastback in Spencer, for Hire). I recommend this book to every Mustang enthusiast, even though you might know it all already. It puts it together in a beautiful package, worthy of 50 years of Mustang. If you aren't an enthusiast, but want to know about the history of Ford's incredible Mustang, this is the best place to start, and may be all you ever need to read to understand how the Mustang was born, and how it has survived 50 years and running!

This is a volume that many Mustang and other car enthusiasts will likely want on their bookshelves, but unfortunately not for its readability. It is well-illustrated with black-and-white and colour photos, and many of the period ads will bring smiles to readers who remember the earlier Mustang years. Each year of the car's development is documented, though some years - 1985, for example - receive considerably less attention than others. The unfortunate problem is the matter-of-fact presentation of information which prevents the book from being truly engaging. Admittedly, some readers will be grateful for the simple and straightforward style, but most trying to actually read the book will find the text tiresome. Nevertheless, in this 50th anniversary year, the book merits attention and I'm glad to have it in my library.

I was blessed when young Donald Farr agreed to move his family to Florida 35 years ago and become the editor of Mustang Monthly Magazine. Donald soon became a nationally recognized authority on the Ford Mustang. For more than three decades Donald oversaw the articles and photography which appeared in the nation's first and best Mustang Magazine. Now, Donald has put together a must-have resource for every Mustang enthusiast. Heck, I think so much of Donald's wordsmith and photography skills that I paid retail for the book on . I wasn't disappointed. The book is replete with beautiful, authentic Mustang photographs (many never before published) as well as the most accurate history of America's pony car. I definitely give it 5-stars! Reviewed by Larry Dobbs, Founding Publisher of MUSTANG MONTHLY MAGAZINE.

This is an excellent compilation of 50 years of Mustangs in print. I have been driving Mustangs since December 1964 and have already seen most of the information in this book. It is nice to have it all in one volume, in chronological order. There are a few new pieces but still an overall excellent research job. I would have expected no less from Donald. You can use it to review the changes to our favorite pony car over the years as well as a trip down memory lane. I recommend it to new Mustangers as well as us old ones.

I ordered this as a Christmas gift last year for my boss (who has 2 mustangs) and he loves it. It looks like a great quality book, perfect if you want to leave it out on a coffee table or somewhere else to display.

This was a gift for my Nephew. He was delighted with the book. He collects Mustangs and was so happy to see photos of rare Mustangs. There is also 50 years of information provided. This is a great book for Mustang lovers and "car people" in general!

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