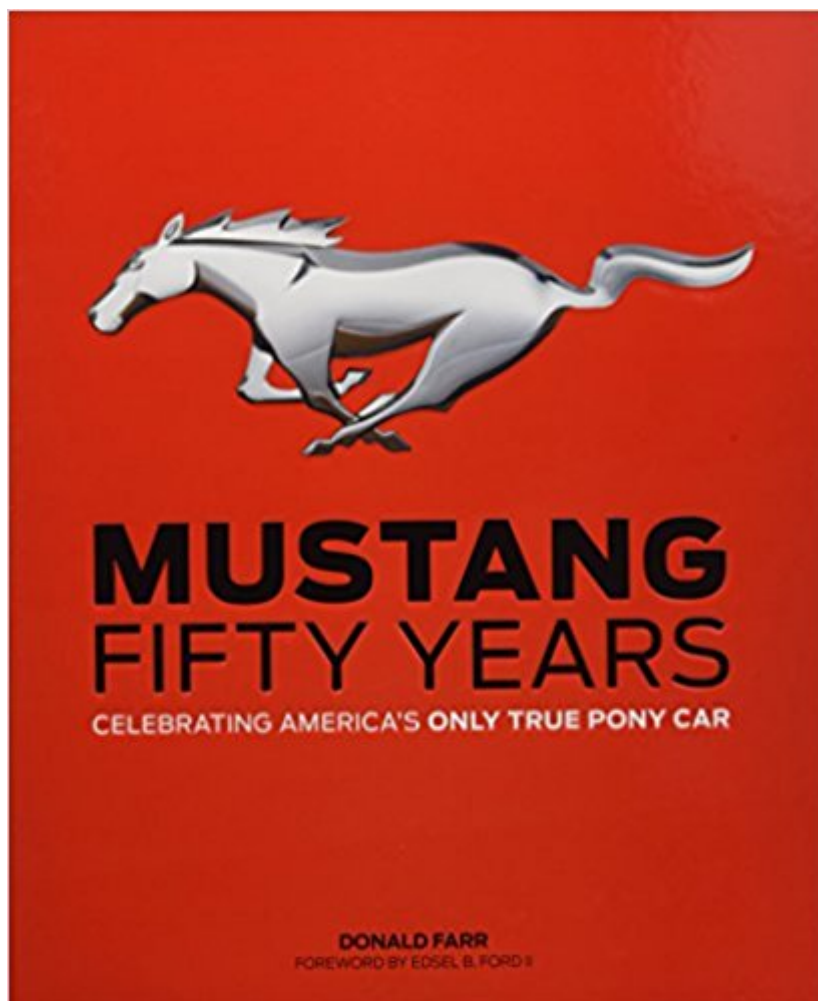


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# Mustang: Fifty Years: Celebrating America's Only True Pony Car



## 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

Hardcover: 256 pages

Publisher: Motorbooks (October 13, 2013)

Language: English

ISBN-10: 0760343969

ISBN-13: 978-0760343968

Product Dimensions: 10.2 x 1.2 x 12.5 inches

Shipping Weight: 4.3 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 82 customer reviews

Best Sellers Rank: #124,419 in Books (See Top 100 in Books) #30 in [Books > Engineering & Transportation > Automotive > History](#) #31 in [Books > Arts & Photography > Vehicle Pictorials > Automotive](#) #167 in [Books > Engineering & Transportation > Transportation > History](#)

## Customer Reviews

"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." - AutomobileMag.com

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"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](http://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

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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

"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

"flicking through all these images. is half the fun of this book. But it's not all glossy pictures; there's plenty of meat in here too... a Mustang must-have!"

"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

When Lee Iacocca convinced Henry Ford II to produce a sporty four-seat car aimed at the emerging youth market, a car that eventually became the Ford Mustang, he changed the automotive world. More than a sales phenomenon, the Mustang created its own genre, an entirely new category that became known as the pony car. But Ford was just getting started. The original pony car evolved into the ultimate muscle car, first in versions like the high-performance Mustang GT and the Shelby

GT350, then in full-blown supercars like the Shelby GT500, the Super Cobra Jet 428, the Boss 302, and the Boss 429. Mustang performance continues uninterrupted to this day, stronger than ever. With meticulously researched text from noted Mustang historian Donald Farr and never-before-seen photography, Mustang: Fifty Years celebrates this unbroken lineage of muscle.

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.

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 bought this book for a customer as a gift. They loved it!

good read

I attended the 50 year anniversary celebration and I was about to buy this book at the event and they were sold out, I ordered it when I got back home and I got a better price than anywhere else. This is one of the best books for a coffee table if you are a car fan and especially for Mustang fans. This book has some very interesting little known facts even for a Mustang fanatic like me, I love everything about this book and it is written by one of the best, Donald Farr.

As a Mustang enthusiast and a Historian I found Donald Farr's book, MUSTANG FIFTY YEARS, to be a fascinating read. Mr. Farr begins the story way before the Mustang was ever conceived but leads us to the inevitable behind the scenes development of the program that would change automotive history forever. The book features many never seen before photographs from the Ford Archives and covers the entire 50 year history of this world famous car. This book is a must read for any Mustang enthusiast!

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