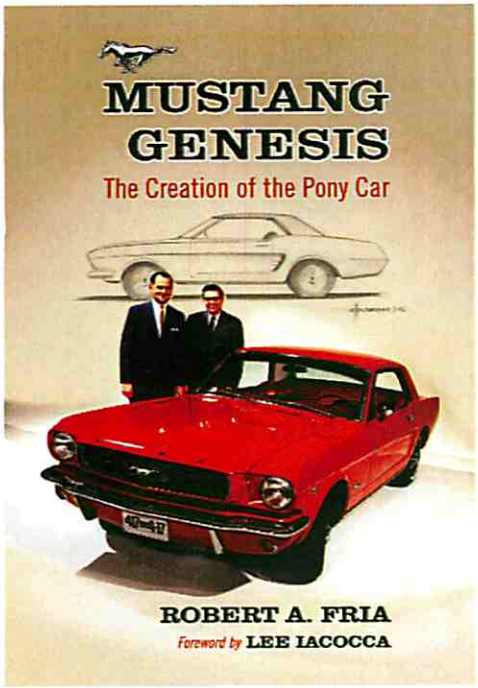

Mustang Genesis

The Creation of the Pony Car

Robert A. Fria

Foreword by Lee Iacocca

208 pages $45 hardcover (7 × 10) ISBN 978-0-7864-5840-0
137 photos (17 in color), bibliography, index 2010

"A wonderful short history of the sports car...lots of great photos...[a] trip down memory lane...a welcome diversion"—*Booklist/RBB*; "the work of a devoted Mustang enthusiast who lived through the Mustang's momentous introduction...the culmination of 10 years of research... insightful"—*Mustang Magazine*; "written by a geniune expert, with an emphasis on documented history...strongly illustrated...this is the only Mustang history that you'll ever need"—*Hemmings Motor News*; "valuable...a must-read...a new and refreshing Mustang history book loaded with information...an excellent book worth the investment...research is unequaled...valuable information...incredible book...I have thoroughly enjoyed reading Fria's book and plan to go back and read it again...a great book"—*Mustang Monthly*.

When Lee Iacoca brought his Fairlane Committee together in 1962 to explore the possibilities of a new kind of car for young, forward-thinking families, no one could have predicted quite how successful this car would eventually be. Finding a styling void in the swiftly growing baby boomer market, Ford hit a marketing bullseye with the Mustang—a four-seat, sporty "pony car" perfect for the times. In the first two years of its production, more than a million Mustangs were built—redefining the Ford brand and becoming the company's most popular car since the Model T. Based on extensive research and interviews with Mustang team members, including Lee Iacocca, management and factory employees, this book tells the fascinating story of how a clandestine group at Ford created one of the most iconic car designs in history.

Author **Robert A. Fria**, a nationally recognized early Mustang historian, is the proud owner of the first pre-production Ford Mustang hardtop. He lives in Escondido, California.

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