



Mustang Genesis: The Creation of the Pony Car

By Robert A. Fria

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When Lee Iacocca 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.

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Mustang Genesis: The Creation of the Pony Car By Robert A. Fria Bibliography

- Sales Rank: #887428 in eBooks
- Published on: 2010-07-19
- Released on: 2010-07-19
- Format: Kindle eBook

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Editorial Review

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The late 1950s and early 1960s were the golden years for American automobiles; in those postwar years of prosperity and expansion, nothing could touch the dominance of the Big Three American carmakers. Perhaps no automobile exemplifies the design innovation and nostalgia of that period as much as the Ford Mustang. This affordable yet sporty vehicle captured the imagination of the public and the gestalt of the times like nothing since the Model T. This book is about the group of men behind the car, not just the big players such as Henry Ford II, Robert McNamara, and Lee Iacocca, but also many lesser-known but equally significant contributors to the Mustang genesis. Fria provides a wonderful short history of the sports car, with lots of great photos of both concept and production cars that came out of Ford in the golden years. Fria is not only a nationally recognized passionate Mustang historian, he is also the proud owner of the first preproduction Ford Mustang hardtop. This trip down memory lane is a welcome diversion to the state of mediocre, commodity-driven production that we see from American automakers today. --David Siegfried

Review

"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 genuine expert, with an emphasis on documented history...strongly illustrated...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

About the Author

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.

Users Review

From reader reviews:

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Robert Nguyen:

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