



Ford celebrates 60 years of iconic Mustang with new model announcements and order books opening

- Ford marks 60 years of Mustang with Ford Mustang Global Gallop celebrations as well as announcing new Mustang California Special and Nite Pony Package
- Order books open this month for new electric Mustang Mach-E Rally and hotly anticipated Mustang GTD confirmed for Europe
- Ford Mustang Global Gallop celebrates Mustang's worldwide appeal with epic road trips on six continents throughout 2024

COLOGNE, Germany, April. X, 2024 – It's synonymous with fun, freedom, performance and a touch of rebellion – and fans around the world are today celebrating as the iconic Ford Mustang ¹ turns 60.

Mustang first went on sale at the New York World's Fair on April 17, 1964. It broke the mould by setting an industry record for sales during its first year with more than 418,000 cars and hasn't lifted off the gas since. Mustang is the best-selling sports car globally for more than 10 years. ²

To celebrate six decades of continuous Mustang production, Ford is today announcing two new versions for Europe. The new Mustang California Special puts a modern twist on a special edition first introduced in 1968, while the new Mustang Nite Pony Package adds even more character with moody styling enhancements.

As Ford journeys towards an electric future in Europe, the company has also expanded the Mustang stable for the first time with the Mustang Mach-E electric SUV. ³ Ford will open the order books on April 30 for the Mustang Mach-E Rally ⁴ – the first ever rally-inspired EV from Ford. Another present on Mustang's birthday include first details of the ordering process for the ultra-high-performance Mustang GTD. ⁵

Among "Mustang Day" celebrations by Ford and Mustang enthusiasts worldwide is the Ford Mustang Global Gallop. Sixty Mustang ambassadors, journalists and content creators will undertake epic road trips simultaneously in North America, South America, Europe, South Africa, China and Australia to recognise the iconic sports car's enduring popularity around the globe.

Kicking off on April 17 and continuing throughout 2024, social media content creators already committed to taking part in the campaign include Andy To ([@Andyto](https://twitter.com/Andyto)), Lauren Stoney ([@lalafox92](https://twitter.com/lalafox92)) and Uma Leoni ([@Leonis.studios](https://twitter.com/Leonis.studios)). Additional content creators, media and Mustang ambassadors in markets worldwide will be announced soon.

"Few – if any – vehicles can claim a history, legacy and worldwide following as rich as the Ford Mustang, and even fewer have been in continuous production for 60 years," said Jon Williams,

general manager, Ford Blue, Europe. “Today’s celebrations and our new additions to the Mustang line-up capture the spirit of freedom and fun that has been a cornerstone of Mustang success over six decades – and are now inspiring the technologies to keep Mustang galloping into the future.”

New Mustangs. Same spirit

Ford today announced a new Mustang California Special model for Europe that pays homage to a much-loved 1968 special edition – capturing the essence of west coast American style with unique design.

Available in eight exterior colour options including Iconic Silver and Vapour Blue, California Special adds distinctive side stripes finished in a combination of Medium Light Rave Blue as well as High and Low Gloss Black, and featuring a unique GT/CS script that is almost invisible in low light but becomes much more prominent in sunlight. Black bezels surround the headlights, while 19-inch alloy wheels feature a machined face with Rave Blue details, complemented by a GT/CS badge on the front grille and GT boot lid badge both finished in the same colour.

Inside, the California Special continues the vibrant theme with Navy Pier upholstery and Ebony Black leather seats, with dual-colour Raptor Blue and Metal Grey stitching running around the dashboard, doors, steering wheel and centre console, highlighting its exclusivity. Mustang California Special is available to order from today in Mustang GT convertible body style, with a choice of six-speed manual or 10-speed automatic transmissions for the 5.0-litre V8 engine.

The new Nite Pony Package – also available to order from today on Mustang GT coupe and convertible with a choice of manual or automatic transmissions for the 5.0-litre V8 – gives customers the option of a darker edge for their new Mustang. Included in the package are Ebony Black-painted alloy wheels, black roof, mirror caps and headlamp bezels, as well as black front and rear Pony badges, leaving no doubt that this is a mean machine.

Ready to play on Tarmac or dirt

Customers in Europe can from April 30 order the groundbreaking Mustang Mach-E Rally – taking the freedom and fun of Mustang onto dirt roads for the first time.

Designed to grab attention like it grips the Tarmac or dirt surface, Mustang Mach-E Rally features twin racing stripes, a unique front end, a dramatic rear spoiler and 19-inch, gloss white alloy wheels inspired by Ford’s long history in competitive rallying.

A dual-motor all-wheel drive electric powertrain delivers 950 Nm of torque and 486 PS of power,^{6,7} while the specially tuned suspension is 20 mm higher than Mustang Mach-E GT to increase ground clearance for dirt surfaces.

Ford also today confirmed that the Mustang GTD, the most audacious and advanced Mustang ever, is coming to Europe.

The street-legal, ultra-high-performance car features cutting-edge technology including active aerodynamics and semi-active suspension, and will be available to buy in strictly limited numbers.

Attendees at the 24 Hours of Le Mans endurance race on June 15-16 will be able to see Mustang GTD in the metal, while also watching the Mustang GT3 compete. European applications for Mustang GTD are now expected to open this summer – more details will be shared soon.

A legend 60 years in the making

Since 1964 more than 10 million Mustangs have been sold across seven generations. The iconic sports car has made thousands of appearances in film, television, music and video games, and has become the world's most-liked vehicle on Facebook.

Mustang has also enjoyed a storied motorsport record around the world, achieving its first victory in the Tour de France Automobile in its first year on sale and going on to record victories and championships in sports cars, drag racing and rallying.

Mustang's competitive spirit continues to this day with Mustang Dark Horse Spec R, GT4 and the Mustang GT3 – set to lead Ford's return to the 24 Hours of Le Mans this summer.

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¹ Mustang 5.0-litre V8 CO₂ emissions 274-282 g/km and fuel efficiency 12.0-12.4 l/100 km WLTP. CO₂ emission and fuel efficiency ranges may vary according to vehicle variants offered by individual markets. The declared WLTP fuel/energy consumptions, CO₂-emissions and electric range are determined according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EU) 2017/1151 as last amended. The applied standard test procedures enable comparison between different vehicle types and different manufacturers.

² Based on S&P Global Mobility global light vehicle registrations aggregated over the last 10 years. These are compiled from government and other sources and capture 95 percent of global new vehicle volumes in more than 80 countries. Sports car, as defined by S&P Global Mobility, includes two-door coupe and convertible models.

³ Up to 600 km driving range based on full charge of Mustang Mach-E RWD Extended Range. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP). Figures shown are for comparison purposes and should only be compared with other vehicles tested to the same technical procedures. Actual range varies due to real world drive conditions such as temperature, driving behaviour, route profile, vehicle maintenance, lithium-ion battery age and condition.

⁴ Up to 510 km driving range based on full charge of Mustang Mach-E Rally. Estimated range using Worldwide Harmonised Light Vehicle Test Procedure (WLTP). Figures shown are for comparison purposes and should only be compared with other vehicles tested to the same technical procedures. Actual range varies due to real world drive conditions such as temperature, driving behaviour, route profile, vehicle maintenance, lithium-ion battery age and condition.

⁵ Officially homologated fuel efficiency and CO₂ emissions will be published closer to on-sale date. In accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP).

⁶ Calculated via peak performance of the electric motors at peak battery power. Your results may vary.

⁷ Maximum power output and torque output are independent attributes and may not be achieved simultaneously.

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***Ford**, a global American brand woven into the fabric of Europe for more than 100 years, is committed to freedom of movement that goes hand-in-hand with looking after the planet and each other. The company's Ford+ plan, with Model e, Ford Pro and the Ford Blue business units is accelerating its European transformation to an all-electric and carbon neutral future by 2035. The company is driving forward with bold, new EVs, each one designed with European drivers in mind and innovating with services to help people connect, communities grow, and businesses thrive. Selling and servicing Ford vehicles in 50 individual European markets, operations also include the Ford Motor Credit Company, Ford Customer Service Division and 14 manufacturing facilities (eight wholly owned and six unconsolidated joint venture facilities) with four centres based in Cologne, Germany; Valencia, Spain and at our joint venture in Craiova, Romania and Kocaeli, Türkiye. Ford employs approximately 34,000 people at its wholly owned facilities and consolidated joint ventures and approximately 56,000 people including unconsolidated businesses across Europe. More information about the company, its products and Ford Credit is available at corporate.ford.com.*

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