



## Ford Mustang wordt 50!

**Sint-Agatha-Berchem, 16 april 2014** – Op 17 april 2014 viert de Mustang zijn vijftigste verjaardag. Er zijn dan ook heel wat festiviteiten gepland:

### Mustang Parade

Afgelopen weekend vond in de aanloop naar de avant-première van de film ‘Need For Speed’, waarin de Mustang één van de hoofdrollen vertolkt, een parade plaats in Antwerpen met meer dan 50 mustangs. Ter gelegenheid van dit exclusieve event werd de nieuwe Mustang (2015) aan de 650 genodigden getoond.

### Empire State building

Op 16 en 17 april plaatst Ford een gloednieuwe Mustang Convertible op het observation deck van het Empire State Building, net als bij de introductie van de eerste generatie 50 jaar’ geleden. Hoe dat precies in zijn werk ging, kan u hier zien: <http://youtu.be/OXVkB8hnHM>  
Engelstalig persbericht in bijlage  
(foto’s: <https://media.ford.com/content/fordmedia/fna/us/en/news/2014/04/15/mustang-esb-some-assembly-required.html#sthash.lUPd4grK>)

### E-card

Om de 50<sup>ste</sup> verjaardag van te vieren, kan je een e-card sturen naar de Mustang:  
<http://action.ford.com/page/s/mustang-50>

### Mustang Fever

Op 26 en 27 april vindt naar jaarlijkse gewoonte Mustang Fever plaats, een Mustang-feest georganiseerd door The Mustang Garage uit het Limburgse Heusden-Zolder. Dit jaar staat Mustang Fever uiteraard helemaal in het teken van de vijftigste verjaardag van het icoon. Meer info op [www.mustanggarage.be](http://www.mustanggarage.be)

## Displaying a 2015 Ford Mustang Convertible 1,000 Feet Above Manhattan – Some Assembly Required

- Six weeks of preparation needed to bring a Ford Mustang convertible to the top of the Empire State Building
- Ford and Empire State Building honor 50 years of Mustang with a car display 1,000 feet above the streets of Manhattan
- Ford partners with longtime supplier to build the Mustang that will be displayed in New York

**DEARBORN, Mich., April 16, 2014** – As the world honors 50 years of Ford Mustang, what better way to celebrate one of the most iconic car brands than putting one back on top of one of the most iconic buildings? When Ford and the Empire State Building decided to display a new 2015 Mustang convertible on the 86<sup>th</sup> floor observation deck, Ford turned to a longtime supplier for the unique expertise required to make this happen.

In a world where tiny startups are regularly swallowed up by established behemoths, Ford Motor Company and Romulus, Mich.-based DST Industries have been collaborators for nearly six decades. In 1965 – the only other time in the Empire State Building’s 83-year history a car was displayed on its open-air deck – a DST crew was on hand to show off that Mustang convertible.

“This week, the band is getting back together as Ford and DST bring the all-new Mustang to the Empire State Building to honor 50 years on sale,” said Dave Pericak, Mustang chief engineer. “We’ve taken the new Mustang to new heights of technology and refinement, so we decided to take it to new heights literally for this celebration.”

The all-new Mustang may be more advanced than ever before, but sometimes physical limitations demand old-school techniques to get a job done.

“When we sat down to start plotting this out in mid-February, everyone quickly realized that some old-school craftsmanship would be needed to successfully place this car more than 1,000 feet above the crowded streets of Manhattan,” said George Samulski, manager, Ford North America design fabrication. “The deck is too high to reach with a portable crane from the street, and the spire that towers more than 400 feet above that narrow deck makes helicopter delivery impossible.”

The only other car display on the Empire State Building observation deck happened in October 1965, when a crew from DST, including retired technician Claude Cochran, sectioned a Mustang convertible so that it could be fit into the elevators of the building.

Following a site inspection in New York to meticulously measure all of the elevators and doors, the engineering team in Dearborn sat down with a scale model of the new Mustang and started drawing lines on it with a marker to represent where it should be cut. The Empire State Building is a historic landmark, with original art deco wood and brass trim in the elevators, so it was crucial to ensure everything have plenty of clearance.

“The only real problem we had in 1965 was the steering wheel,” said Cochran. “When we tried to roll the middle section of the car with the windshield removed into the elevator, the top of the wheel stuck out a bit too far through the door, so we had to tip the cart a bit to get it in.”

In preparing for the 2014 event, the team worked with two early prototype Mustang convertible body shells. The car that would ultimately make the trip to New York was completely stripped down and the surface cleaned up to make sure everything looked perfect before it was sectioned and painted.

The second body was used as a donor by the metal fabricators to determine where to make the cuts and to fit a custom-built tubular steel subframe that would hold all the sections together. The fabricators built custom rolling carts and wooden crates for each section.

Getting from the loading dock to the observation deck requires riding a freight elevator and two separate passenger elevators. A wood mockup of the smallest elevator was built in the shop to verify everything would fit. Each of the loaded carts was then weighed to ensure everything stayed within the weight limits of the elevator and the observation deck.

“The observation deck is open to the public from 8 a.m. to 2 a.m., leaving our crew of six with only a six-hour window to get everything out onto the deck and get the car assembled,” said Pericak. “Before we shipped the crates to New York, the crew spent several days practicing the entire assembly process – timing everything down to the minute – much like a NASCAR or Formula One pit crew.”

With several weeks of fabricating and practice behind them, and the crates on a truck and headed to New York, the DST crew is resting up ahead of some long nights this week assembling and disassembling the Mustang.

The Triple Yellow 2015 Mustang convertible will be on display for visitors to the Empire State Building observation deck April 16-17. When the deck closes to the public at 2 a.m. April 18, the crew will descend on the display car to reverse the entire process and remove it before visitors return at 8 a.m.

###

#### **About Ford Motor Company**

*Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 181,000 employees and 65 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information about Ford and its products worldwide please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 47,000 employees at its wholly owned facilities and approximately 67,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 22 manufacturing facilities (13 wholly owned or consolidated joint venture facilities and nine unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

#### **Ford in Belgium & Luxemburg**

*Ford Belgium (Brussels) distributes Ford vehicles and Ford original parts in Belgium & Luxemburg, since 1922. Ford Genk produces all large cars (Mondeo, S-MAX, Galaxy) for Ford in Europe, with 4.100 employees. Ford Lommel Proving Ground is the lead test facility for validation of all Ford models in Europe, with 350 employees.*

**Contact(s):** Jo Declercq  
+32 (2) 482 21 03  
[Jdecler2@ford.com](mailto:Jdecler2@ford.com)

Arnaud Henckaerts  
+32 (2) 482 21 05  
[Ahenckae@ford.com](mailto:Ahenckae@ford.com)