MUSTANG ... better ideas in action

Want more fun? More excitement in your life? Turn to Mustang. Mustang makes it happen. Mustang grabs you, turns you on—creates a new you; puts you in a whole new exciting world! And Mustang makes it happen three ways: Hardtop. Convertible. Fastback. No wonder Mustang's so far ahead of the pack. For '68, Mustang—the original—is more Mustang than ever! Best of all, it can be what you want it to be: a practical, sensible and very sporty family car. All the

original Mustang features take care of that. Like floor-mounted stick. Individually adjustable bucket seats. All-vinyl interior. 100% nylon loop pile carpeting, plus lots more. Or, you can design a very plush, very elegant Mustang, complete with vinyl roof, Stereo-Sonic Tape System with AM Radio, SelectAire Conditioner, and dozens of other things. Or, Mustang can be a very sporty, very roadable machine, with the GT Equipment Group option.

And talk about better ideas! There are new options—like floating-caliper power front disc brakes. A hot new 302 cube V-8 with 4-barrel carb. New AM/FM Stereo Radio. New wide-oval radial ply tires. New rear window defogger on Hardtop and 2+2.

Build your own Mustang, and watch things happen. Once you're behind the wheel of any Mustang, you'll find new fun, new excitement! Mustang makes it happen!

ONLY MUSTANG MAKES IT HAPPEN!





EXCITEMENT

it starts here! It happens in a Mustang Hardtop

Why settle for an "also-ran" or second choice, when the front runner, the original, can give you exactly what you're looking for?

Even in its lowest priced version— Mustang Hardtop-you get a very sporty automobile. Bucket front seats are standard. And they're individually adjustable for driver and passenger, for the most comfortable seating. Standard, too, is the soft, comfortable leatherlike all-vinyl upholstery. And the view is great from the driver's seat: five dial instrument cluster that really lets you know what's going on, sports-car type floor-mounted shift lever with any transmission, and fully padded instrument panel. Built into the hood louvers, both left and right, are indicator lights that come on whenever

the turn signals are being used. And Mustang's wide, bright rocker panel molding adds a sporty flair, too.



Performance? Mustang makes it happen smoothly, economically. A 200-cu. in. Six with self-adjusting valve lifters insures it.

And don't forget about some of the other Mustang features, such as reversible keys which are always right side up. And the suspended accelerator pedal which adjusts to your foot angle for extra comfort on long trips.

Start something exciting for yourself. Mustang makes it happen the moment you grab the wheel.

Mustang Hardtop standard equipment includes:

200-cu. in. Six with 7 main bearings

Fully synchronized 3-speed transmission with floor-mounted shift lever

Color-keyed loop pile carpeting

Deep-foam bucket seats, individually adjustable

All vinyl interior

Sports steering wheel

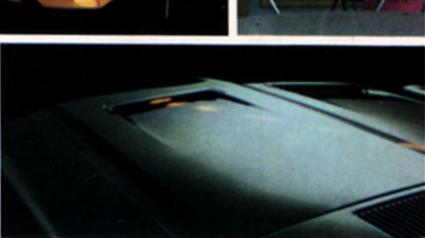
Suspended accelerator pedal

Curved side glass

Rocker panel molding







Functional hood louvers with turn signal indicator lights

Mustang standard interior with bucket seats, floor shift, carpeting





MUSTANG CONVERTIBLE top up or down... it moves!



No question about it, a Mustang Convertible is sure to open the door to a whole new, exciting world for you. Only Mustang makes it happen. It moves, and it moves people.

Of course, you get all of Mustang's standard features. But have you seen Mustang's optional Convertible Glass Backlite? It's made of tempered glass... another of Ford's better ideas. You can clean it like the windshield. (No cloudiness, either.) It has another unique characteristic, one that's more than a conversation piece: it folds! The backlite actually folds across the center when the top is lowered. The two pieces are hinged with a translucent silicone rubber. This is just another reason why Mustang looks so neat and sleek when the top's down and the boot is in place.

Of course, there are a lot of other features you can select to make your Mustang Convertible a one-of-a-kind car. Sports Tires, Deluxe Wheel Covers, Accent Paint Stripe, Two-Tone Hood (for that extra sporty look), Interior Decor Group, Sports Trim Group, a choice of four V-8 engines—up to 390 hp. It's a pleasant task, designing your own Mustang.

Mustang Convertible standard equipment includes:

200-cu. in. Six with 7 main bearings and hydraulic valve lifters \square Fully synchronized 3-speed manual transmission with floor-mounted shift lever \square Color-keyed loop pile carpeting \square Individually adjustable deep-foam bucket front seats \square All vinyl interior \square Sports steering wheel \square Suspended accelerator pedal \square Curved side glass \square Rocker panel molding \square Clear vinyl backlite



Optional folding Convertible Glass Backlite





Optional power front disc brakes







Optional Interior Decor Group with SelectShift Cruise-O-Matic Drive, headrests and console





MUSTANG 2+2 a tempo that swings!



From Lincoln Center to San Francisco, that 2+2 styling comes on like a jazz concert. And only Mustang makes it happen! Take 2+2's Silent-Flo Ventilation. Keeps air fresh without noise and the windblown treatment-with windows closed. It's standard, and exclusive with Mustang 2+2. Options? For a starter get the 2+2 folding rear seat with access door. When folded down, there's room for a string bass, a bassoon and a zither. It's completely carpeted. When the seat's down, there's a convenient access door between the car and the trunk. And there's the Convenience Group, your choice of three complete sound systems, Collapsible Spare Tire, Rear Window Defogger, Tinted Glass, Remote-Control Outside Rearview Mirror, plus dozens more. What a way to go! What a way to arrive!

Reflective Group

Extra splash to set your Mustang apart during day or night can be yours with a vibrant new Reflective Group available only with the GT Equipment Group. You get reflective GT stripes (C-shape shown here and on page 14, or triple-style as shown on page 14 also) in a choice of white, red, blue, black or gold . . . plus built-in glow from reflective paint on GT styled steel wheels.

Mustang Fastback standard equipment includes:

200-cu. in. Six with 7 main bearings and hydraulic valve lifters

Fully synchronized 3-speed manual transmission with floor-mounted shift lever

Color-keyed loop pile carpeting

Individually adjustable deep-foam bucket front seats

All vinyl interior

Sports steering wheel

Suspended accelerator pedal

Curved side glass

Rocker panel molding

Silent-Flo Ventilation

2+2's exclusive Silent-Flo Ventilation







Optional folding rear seat

Mustang 2+2 Fastback

Design your own personal Mustang







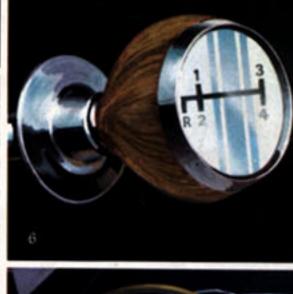


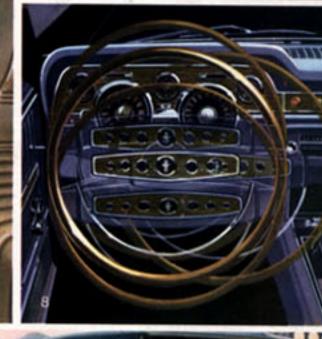
AM/FM Stereo Radio (1) You have a choice of AM, FM or FM Stereo reception. Five push buttons to provide five AM and five FM stations, plus a balance control for exact blending of sound from the speaker system. Speakers are mounted one in each door for increased tonal range, especially bass. A concert hall at your fingertips. AM Radio A fully transistorized 5-push-button that makes an ideal travelling companion (see illustration 2). Sports Trim Group option (see page 14) includes simulated wood-grained instrument panel shown here (2.) Fingertip Speed Control (3) Ideal for turnpike driving! Engage the system with the "On-Off" switch on the instrument panel. Then push the detentcontrol button at the tip of the turn signal lever to hold your cruising speed, or you may gently accelerate by keeping the button engaged. Release when cruising speed is attained. A second detent position, when activated, will let your car coast. Applying the brakes or turning off the ignition, or the "off-on" switch, disengages the system. Available in combination with Select-Shift Cruise-O-Matic and any V-8. SelectShift Cruise-O-Matic Drive (4) Slip it into "Drive" and it's an automatic! But the SelectShift feature means it's a manual, too-and without a clutch! At any time, you can drop it into "Second" or "Low" gear, and it stays there until you decide to shift. Or start by shifting to "Low" or "Second"-all without a clutch. Great for mountain driving, when pulling a trailer, for downhill braking -or for just the fun of playing through the gears. (Shown with vinyl grip insert included with Interior Decor Group option.) Stereo-Sonic Tape System with AM Radio (5) A fully transistorized AM radio in combination with a stereo tape player. The handy tape cartridges are easily inserted for true stereo reproduction of your favorite recordings. 4-Speed Manual Transmission (6) A rally-type transmission with four close-ratio forward speeds and a short throw. It's fully synchronized, so you can downshift while the car is moving, even down to "first" without gear clash. Available with all V-8 engines, except 427 Cobra. Full-Width Front Seat with Center Arm Rest (7) A full-width seat cushion with bucket seat backs. Made with seat inserts of "breathable" comfort-weave vinyl for extra luxury. Available on Hardtop and Fastback. Tilt-Away Steering Wheel (8) Makes getting in and out of the car easier and so convenient. When you're ready to get out, just open the door and the steering wheel moves up and over, out of the way. Stays there until you get back in, ready to go again. After you're seated and pull the wheel back to driving position, you can tilt the wheel up or down to nine different positions. Available with all V-8's. SelectAire Conditioner (9) Accomplishes the total job of air conditioning, heating, dehumidifying and defrosting. Four high-level instrument panel outlets direct the air flow throughout the vehicle for superior all-over comfort.















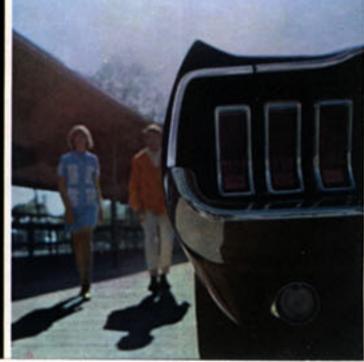
More from Mustang...first with the most





Tachometer and Reset Odometer (1) Rallying or street driving, here's an option that's sure to bring out the buff in you. The tach pod is located at "easy seeing" level on the instrument panel next to the speedometer. The Trip Odometer is contained within the speedometer pod. A push button resets the mileage to "0" to accurately record mileage between points. Available with any V-8. Rear Window Defogger (2) An important new Mustang option that adds to improved visibility through the backlite. A high speed fan directs a flow of air to the rear window to keep it fog-free. Available for Hardtop and 2+2. Electric Clock (3) An attractive and functional addition to any Mustang instrument panel. It's designed to be a part of the overall instrument cluster. It has a sweep second hand for pinpoint elapsed time readings, and time-set knob. Wide-Oval, Bias Ply Tires (4) The method of tire construction, low section height, and wide tread combine to give better cornering characteristics and improved traction. They also provide a strong performance look. Available in extra narrow whitewalls only. (Available with V-8's.) Radial Ply Tires (5) Give up to 80% longer tread life, better traction and improved cornering due to the method of construction. Available in white sidewall only. (Available with V-8 and heavy-duty suspension or with GT Group.) Wide-Oval, Radial Ply Tires (6) Combine the benefits of wideoval design with radial ply construction for superior performance characteristics. Available in white sidewall only. (Available with V-8's.) Convenience Group (7) Signal lights within a panel flash to tell you to buckle "seat belts," release "parking brake," when you have a "low fuel" supply, and when there is a "door ajar." This group is located in the instrument panel, or when ordered with optional console and SelectAire Conditioner, is integrated with the console. New 302-cu. in. with 4-barrel carburetor (8) A brand-new engine in Mustang's lineup! Develops 230 hp, uses premium fuel, is available with all transmissions. Collapsible Spare Tire (9) Increases trunk luggage space because it's extra compact. Inflates to full size with cylinder of compressed gas included with this option. Wheel Covers (10) Full wheel covers in three styles available on any model. GT wheel illustrated part of GT Equipment





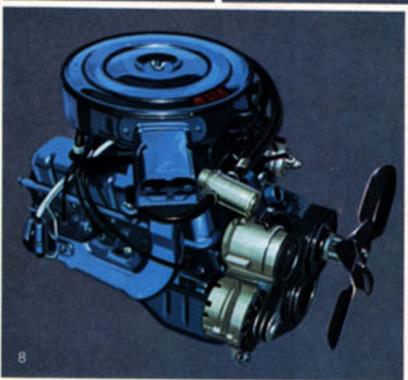


















MUSTANG



Performance? Make a MUSTANG GT and live!

So you're not planning to make the scene at Sebring or Watkins Glen. But why not live a little? Come on strong in a Mustang GT, the only way to go. Dull it isn't. The GT Equipment Group is a big, exciting option that can be added to any Mustang, provided it's equipped with any of the three larger V-8's. Besides being very sporty, this option comes through with very lively performance. Now look at the goodies you get to make your Mustang GT ready for action:

- . Fog lamps (4-inch) at each end of the grille.
- Dual exhaust system of a special low-restriction type, including chromed "quad" outlets.
- · GT stripe. A new tapered style, which starts on the forward portion of the front fender. Also available is the conventional GT stripe above rocker panel.
- · Heavy-duty suspension, with higher-rate front and rear springs, higher capacity shocks, and larger diameter front stabilizer bar.
- Wide-oval tires and 6-inch rims. Better cornering and improved traction. Wide tread, low section height and bias ply construction.
- GT styled steel wheels. Real competition-style wheels (not wheel covers).
- GT flip-open, quick-action gas cap.
- Power front disc brakes, required at extra cost, with 390- or 427-cu. in. engines.



Items illustrated above are included in Mustang GT Group option

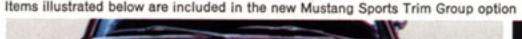
New SPORTS TRIM Group

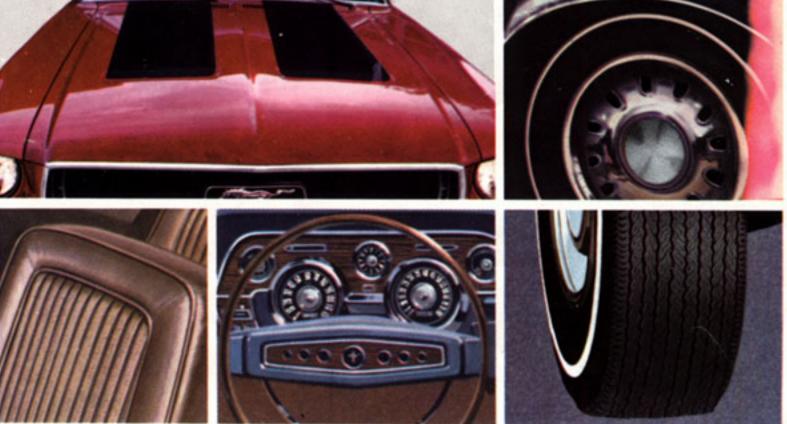
(Illustrated, right)

When you design your personal Mustang, you can choose the optional features that suit you best. But now the new Sports Trim Group option lets you add even greater flair. It combines all of these very sporty, very Mustang features: Styled Steel Wheels (with V-8's) □ Wide-oval tires (with V-8's) Bright wheel opening moldings

Twotone hood paint

Simulated wood-grained instrument panel applique - Comfortweave "breathable" vinyl seat inserts on Hardtop and 2+2 Fastback.





POPULAR MUSTANG OPTIONS

Interior Decor Group includes: courtesy door lights; smart grille design in lower door interior trim panels; roof console with twin map lights and switches on Hardtop and 2+2; simulated wood-grained steering wheel; bright accent on pedals; simulated wood-grained instrument panel and roof console applique: T-bar shift lever with vinyl grip insert when equipped with Cruise-O-Matic; seat back insert trim buttons; electric clock; padded quarter trim panels (Hardtop only) Floating Caliper-Type Power Front Disc Brakes with Power Drum-Type Rear Brakes Deprey Power Convertible Top AM Radio AM/FM Stereo Radio D Stereo-Sonic Tape System with AM Radio - SelectAire Conditioner □ Two-Tone Hood □ Console (available) with AM Radio, AM/FM Stereo Radio or Stereo-Sonic Tape System with AM Radio)

Electric Clock

Styled Steel Wheels - Wide-Oval, Bias Ply WSW Tires (with V-8 only) - Radial Ply WSW Tires DWide-Oval, Radial Ply WSW Tires □ White Sidewall Tires □ Vinvl Roof (Hardtop only) - Accent Paint Stripe □ Full-Width Front Seat □ Comfort-Weave "Breathable" Vinyl Seat Upholstery □ Headrests □ Deluxe Wheel Covers □ Tilt-Away Steering Wheel □ Convenience Group

Tachometer and Reset Odometer Remote-Control Outside Rearview Mirror □ Deluxe Seat Belts □ Rear Shoulder Belts - Convertible Glass Backlite - Rear Window Defogger (Hardtop, Fastback) - Fingertip Speed Control (with V-8 and Cruise-O-Matic only) - Folding Rear Seat (2+2 only) - Choice of four V-8's (from 195 hp to 390 hp)
SelectShift Cruise-O-Matic Drive - 4-Speed Manual Transmission - Collapsible Spare Tire □ Heavy-Duty Suspension □ Heavy-Duty Battery - Tinted Glass - Limited-Slip Differential - Performance Rear Axle Ratio

Extra Cooling Package

Reflective Group (with GT Equipment Group only) -see page 9 - Courtesy Light Group.

"BETTER IDEAS"

Throughout the '68 Mustangs are Ford's better ideas that mean more driving pleasure to you now . . . more resale value at trade-in. Better ideas include: double-sided keys and "keyless locking,"

suspended accelerator, brake and clutch pedals, center-fill fueling, 5-ply vinyl-coated convertible top, "floating" rearview mirror, parallel-action windshield wipers, "red line" (above 70 mph) speed-ometer, in-line muffler system, 2-position front door checks, counterbalanced hood and rear deck lid and many, many more.

MUSTANG STANDARD EQUIPMENT

All Models: Power Team-200-cu. in., 115-hp Six and Synchro-Smooth Drive (fully synchronized 3-speed manual transmission) - Hood Louvers with Integral Turn Signals - Choice of 16 Super Diamond Lustre Enamel Colors Choice of 8 All-Vinyl Interior Colors Individually Adjustable Deep-Foam Bucket Seats

Color-Keyed 100% Nylon Loop Pile Carpeting □ Courtesy Lighting □ Cigarette Lighter and Ash Tray □ Reversible Keys, "Keyless" Locking

Suspended Accelerator Pedal

Heater-Defroster □ Curved Side Glass □ Outside Rearview Mirror D Center Fill Fueling Bright Deck Lid and Quarter Panel Extension Moldings
Rocker Panel Molding - Anodized Aluminum Scuff Plates Floor-Mounted Shift Lever with All Transmissions - Bright Bumper Guards, Front - Coat Hooks - Dual Sun Visors □ Twice-a-Year Maintenance □ Plus the Standard Ford Motor Company Lifeguard Design Safety Features listed in next column.

Fastback 2+2: In addition to the equipment that is listed above for all models, the Mustang 2+2 includes—Silent-Flo Ventilation (fresh air with windows up!) with Roof Quarter Panel Air Outlets

Full-Sweep Tinted Glass Back Window.

Convertible: In addition to the equipment that is listed above for all models, the Mustang Convertible includes—Extra Durable 5-Ply Vinyl Top

Stretch-Taut, Color-Keyed Boot

Easy-Action Top Fastening Latches

Clear Vinyl Back Window.

TRAILER TOWING

For all the information about trailer towing with your '68 Mustang, see your Ford Dealer. He can advise you on the special equipment recommended for towing trailers of all types and sizes. And be sure to ask him for a copy of the 1968 Ford Car and Truck Recreation brochure. It's filled with all kinds of suggestions and helpful information on the subject.

1968 FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

There is no better idea than safety, and Ford cars have been engineered and built with that in mind. Here are some of the many safety features you'll find in every Ford-built car for 1968.

- Dual hydraulic brake system with warning light
- Glare-reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror and windshield pillars
- Energy absorbing steering column and steering wheel
- Energy absorbing arm rests and safetydesigned door handles
- Front and rear seat belts with front outboard retractors
- Turn indicators with lane-change signal feature
- Inside day/night, yield-away, windshieldmounted rearview mirror
- Energy absorbing instrument panel with padding
- Padded safety sun visors
- Padded windshield pillars
- Two-speed or variable-speed windshield wipers
- Windshield washers
- Double-thick laminate safety glass windshield
- Double-yoke safety door latches and safety hinges
- Positive door lock buttons
- · 4-way emergency flasher
- Backup lights
- Side marker lights or reflectors
- Energy absorbing front seat backs with padding
- Self-locking folding seats
- Shoulder belts for outboard front seat passengers (except convertibles)
- Vehicle structure designed to limit steering column displacement
- Safety-designed coat hooks
- Safety-designed window regulator knobs
- Safety-designed radio control push buttons
- Padding on back of second seat in station wagons
- · Outside rearview mirror, driver's side
- Safety rim wheels and load-rated tires
- Corrosion-resistant brake lines
- Uniform transmission shift quadrant

1968 MUSTANG SPECIFICATIONS

This catalog will tell you all about three models of the new Mustang. If you're interested in trailering with a new Mustang, your Ford Dealer has another booklet which is yours for the asking. It's called the "1968 Ford Car & Truck Recreation Brochure." Sixteen pages in length, it includes numerous illustrations, facts and suggestions about trailer towing with a '68 car from Ford.

Color and Upholstery Selections: Pick your favorite color from 16 brilliant Super Diamond Lustre Enamel finishes. You have a total of 28 all-vinyl interiors. Your Ford Dealer will be happy to show you his special color and upholstery book. In it are actual paint and upholstery trim samples to let you "try on" various selections with your favorite Mustang model.

Engines (see chart for availability): 200-cu. in. Six—115 hp; 3.68" bore x 3.13" stroke; 8.8 to 1 comp. ratio; 7 main bearings; reg. fuel; single-barrel carb.; auto. choke; self-adj. valves with hydraulic lifters.

289-cu. in. Challenger V-8—195 hp; 4.00" bore x 2.87" stroke; 8.7 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves with hydraulic lifters.

302-cu. in. (five-liter) V-8-230 hp; 4.00" bore x 3.00" stroke; 10.0 to 1 comp. ratio; prem. fuel; 4-barrel carb.; auto. choke; self-adj. valves with hydraulic lifters; dual exhausts.

390-cu. in. Thunderbird Special V-8-325 hp; 4.05" bore x 3.78" stroke; 10.5 to 1 comp. ratio; prem. fuel; 4-barrel carb.; auto. choke; self-adj. valves; oil cap'y, including filter, 5 qt.; dual exhausts.

427-cu. in. Cobra V-8-390 hp; 4.23" bore x 3.78" stroke; 10.9 to 1 comp. ratio; prem. fuel; 4-barrel carb.; auto. choke; self-adjusting valves; oil cap'y, including filter, 5 qt.; dual exhausts. (Available only with GT Group.)

For sedan racing, available late in 1967 on special order only: 302-cu. in. V-8—306 hp; 4.00" bore x 3.00" stroke; 11.0 to 1 comp. ratio; prem. fuel; special high performance fuel induction system; solid valve lifters; oil cap'y, including filter, 5 qt.; dual exhausts. Available with 4-speed transmission and GT Group only.

Engine Features: 6000-mile (or 6-month) full-flow disposable-type oil filter; replaceable dry element air cleaner; 190° thermostat; 12-volt electrical system with 38-amp, alternator; 42-amp, alternator or High Performance V-8; 54-plate, 45 amp-hr battery; weatherproof ignition; positive-engagement starter; fully aluminized muffler and tailpipe. All engines are electronically mass-balanced for long-lived smoothness.

Transmissions (see chart for availability):

Synchro-Smooth Drive: Synchronized manual shifting in all three forward gears; clash-free downshifting to low while under way. Floor-mounted stick, standard "H" pattern.

4-Speed Manual: Sports-type close-ratio transmission, synchronized in all forward gears; floor-mounted stick.

SelectShift Cruise-O-Matic Drive: Lets you drive fully automatic or shift manually through the gears. Three forward speeds, one reverse. Effective engine braking in low gear (1) for better control on grades and hills. Quadrant sequence (P-R-N-D-2-1).

Rear Axle: Semi-floating hypoid rear axle; straddle-mounted drive pinion (V-8's). Permanently lubricated wheel bearings.

Front Suspension: Angle-Poised Ball-Joint type with coil springs mounted on upper arms. 36,000-mile or (3-year) lube intervals. Strut-stabilized lower arms. Link-type, rubber-bushed ride stabilizer.

Rear Suspension: Longitudinal, 4-leaf springs with rubber-bushed front mounts, compression-type shackles at rear. Asymmetrical, variable-rate design with rear axle located forward of spring centers for anti-squat on takeoff. Diagonally mounted shock absorbers.

Steering: Recirculating ball-type steering gear provides easy handling. Permanently lubricated steering linkage joints. Overall steering ratio 25.4 to 1 (power steering 20.3 to 1). Turning diameter 38 ft.

Brakes: New dual hydraulic brake system with dual master cylinder, separate lines to front and rear brakes. Self-adjusting, self-energizing design. Composite drums grooved for extra cooling: 9" (Six), 10" (V-8's). Total lining areas: 131 sq. in. (Six), 154 sq. in. (V-8's).

Tires: Tubeless, blackwall with Tyrex rayon cord, 4-ply rating. Safety rim wheels. Tire size—6.95 x 14.

Dimensions & Capacities: Length 183.6"; width 70.9"; height: hardtop 51.6", fastback 51.6", convertible 51.4"; wheelbase 108"; treads 58.5"; trunk luggage volume (cu. ft.); hardtop 9.3, convertible 6.8 (top down), fastback 5.6 (18.5 with optional rear seat folded down); fuel 17 gal.

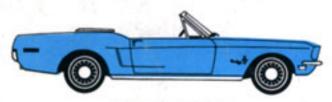
Approximate Weights: Mustang Hardtop, 2797 lb. (Six), 2985 lb. (V-8); Mustang Fastback 2+2, 2824 lb. (Six), 3012 lb. (V-8); Mustang Convertible, 2924 lb. (Six), 3112 lb. (V-8).

12 MUSTANG POWER TEAMS

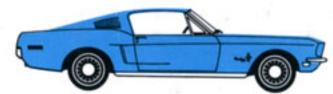
ENGINES	TRANSMISSIONS		
	3-Speed Manual Trans.	SelectShift Cruise-O-Matic Drive	4-Speed Manual Trans.
200-cu. in. Six	Std.	Opt.	N.A.
289-cu. in. Challenger V-8	Std.	Opt.	Opt.
302-cu, in. Challenger Special V-8	Std.	Opt.	Opt.
302-cu. in. High Performance V-8*	N.A.	N.A.	Opt.
390-cu, in. Thunderbird Special V-8	N.A.	Opt.	Opt.
427-cu. in. Cobra V-8	N.A.	Opt.	N.A.
 Available on special order only. 			

Prices: All optional equipment and accessories, illustrated or referred to as options, optional or available are at extra cost. For the price of the Mustang with the equipment you desire, see your Ford Dealer.

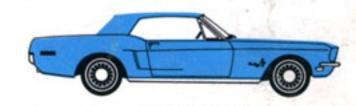
The illustrations and product information contained herein were current at the time this publication was approved for printing. However, in order to continue to offer the finest automotive products available, Ford Motor Company reserves the right to change specifications, designs, models or prices without notice and without liability for such changes.



Mustang Convertible



Mustang Fastback 2+2



Mustang Hardtop



