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Mustang Genesis: The Creation of the Pony Car

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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