

---

# MUSTANG

---

# 1968

*... 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

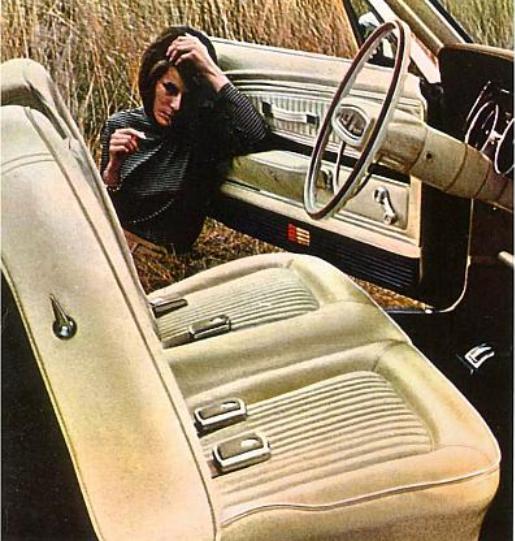
roof, Stereo-Sonic Tape System with AM Radio, SelectAire Conditioner, and dozens of other things. Or, Mustang can be a very sporty, very roadable machine, with the GT Equipment Group option. And talk about better ideas! There are new options—like floating-caliper power front disc brakes. A hot new 302 cube V-8 with 4-barrel carb. New

AM/FM Stereo Radio. New wide-oval radial ply tires. New functional hood louvers. And other options. 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!

© 1967 Ford Motor Company, Dearborn, Mich.  
not standard are optional at extra cost.

While the information shown herein was in effect when approved for printing, Ford Division reserves the right to discontinue, or change at any time, specifications or designs without incurring any obligations. Accessories and other equipment

# ONLY MUSTANG MAKES IT HAPPEN!





# Paraphernalia



519 Park Ave.



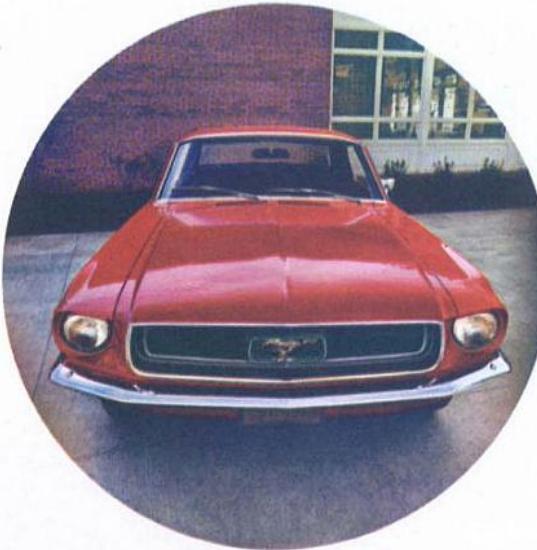
# EXCITEMENT...

## 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. Carpeting, all-vinyl door trim panels, seats, headlining and padded instrument panel are color-keyed to match or contrast. And the view is great from the driver's seat: five pod 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. 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.

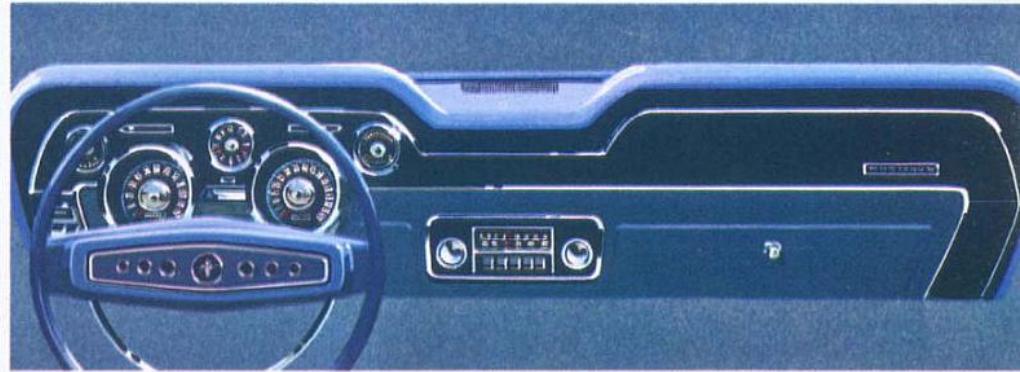
And don't forget about some of the other Mustang features, such as reversible keys which are always right side up. And the suspended accelerator pedal which adjusts to your foot angle for extra comfort on long trips.

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

Mustang's padded instrument panel, shown with optional tachometer, clock, AM/FM stereo radio



Mustang standard interior with bucket seats, floor shift, carpeting



Mustang Hardtop, shown at left  
with optional white sidewall tires

# 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, Louvered Hood and Two-Tone Paint (for that extra sporty look), Interior Decor Group, SelectShift, a choice of four V-8 engines—up to 325 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 □ 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 □ Clear vinyl backlite



Optional folding Convertible Glass Backlite



Optional power front disc brakes



Optional Interior Decor Group with SelectShift, 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 wind-blown treatment—with windows closed. Options?

For a starter get the 2+2 folding rear seat.

When folded down, there's room for a string bass, a bassoon and a zither. It's completely carpeted. Besides, 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, Wide-Oval Tires, GT Equipment Group, Tinted Windshield and Side Glass, Remote-Control Outside Rearview Mirror, plus dozens of other options.

What a way to go!  
What a way to arrive!

### 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 □ Tinted-glass back window □ Silent-Flo Ventilation

2+2's exclusive Silent-Flo Ventilation

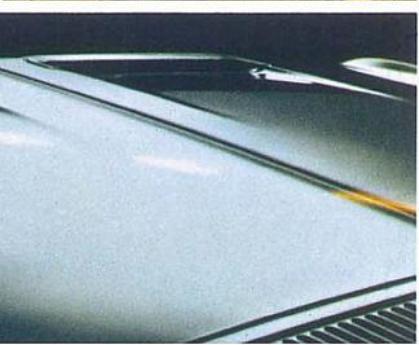
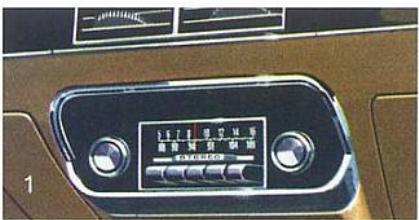


Mustang 2+2 Fastback



Optional folding rear seat

# Design your own personal

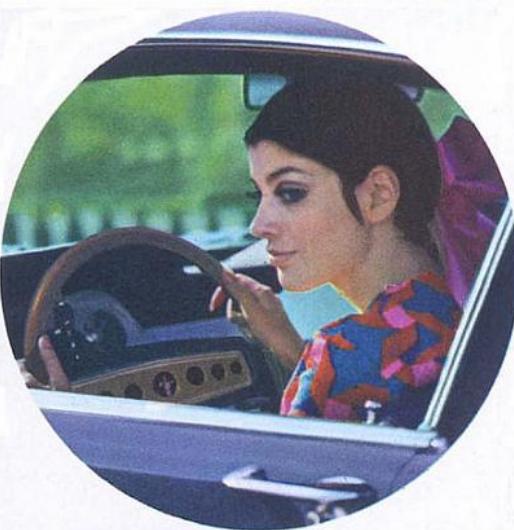


2

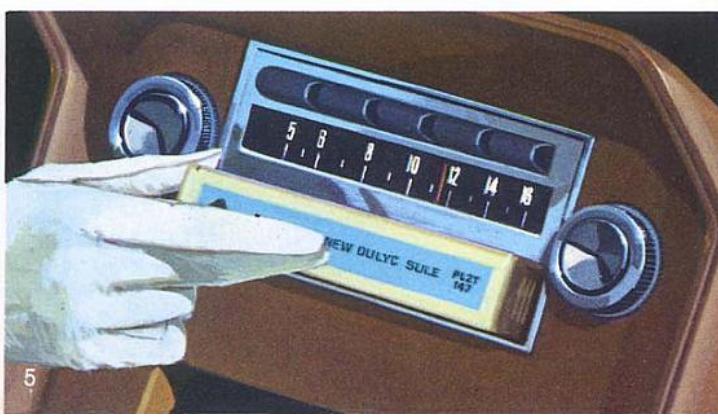
3

4

10

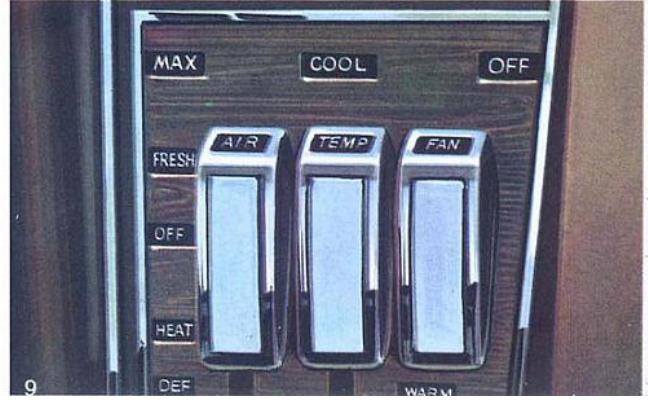
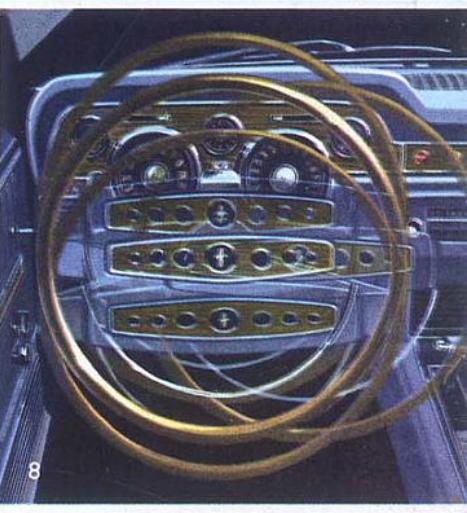
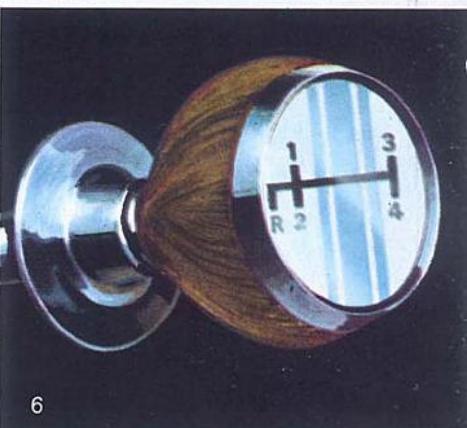
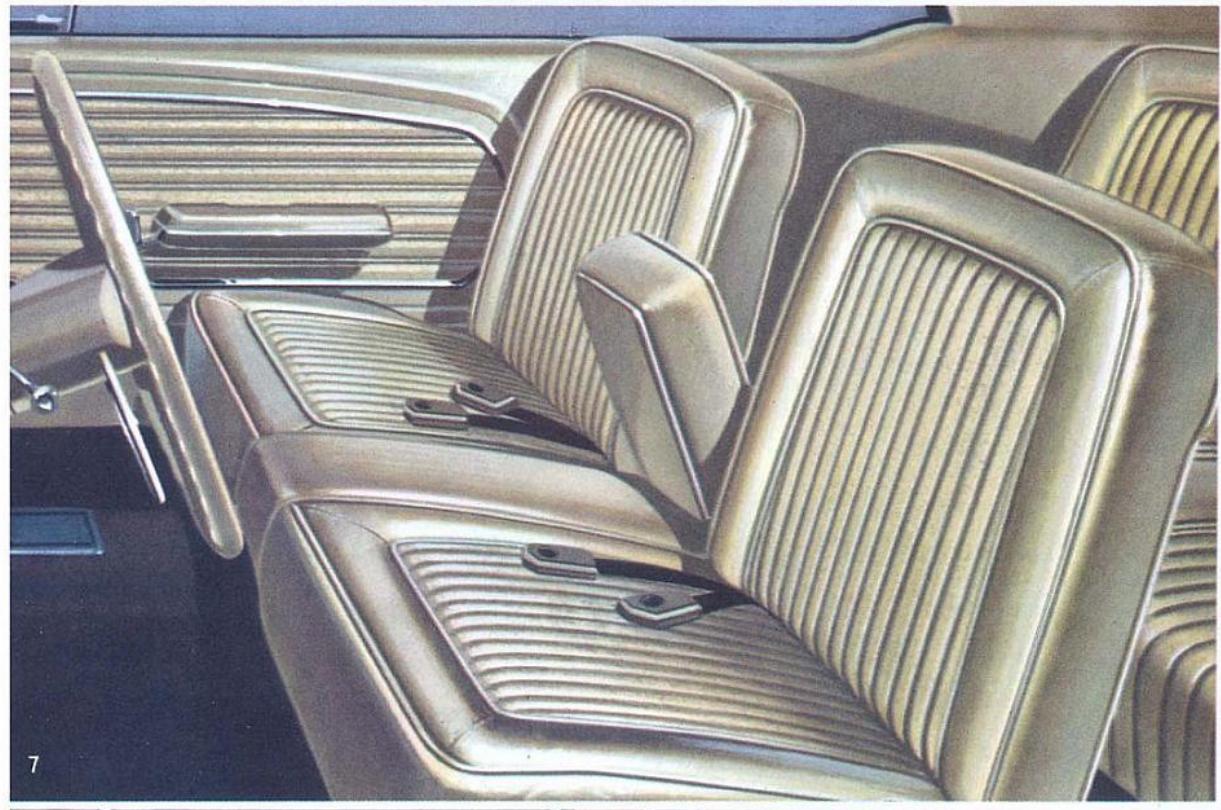


Options by the dozen to personalize your Mustang! Build a one-of-a-kind car—and watch Mustang make it happen! Some of the options available are shown here and on the next two pages, as well as throughout this catalog. **AM/FM Stereo Radio (1)** You have a choice of AM, FM or FM Stereo reception. Five 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. **Hood Louvers with Integral Turn Signals (2)** Functional hood louvers for increased engine cooling, with turn indicator lights built in to flash direction when turn signal is used. They give Mustang a unique, continental flair. **Fingertip Speed Control (3)** Ideal for turnpike driving! Engage the system with the "On-Off" switch on the instrument panel. Then push the detent control 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 SelectShift and any V-8. **SelectShift (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. (Shown with vinyl grip insert included with Interior Decor Group option and with optional center console.) **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 (N.A. with Six or 390 2V). **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 engine and transmission combinations. **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.

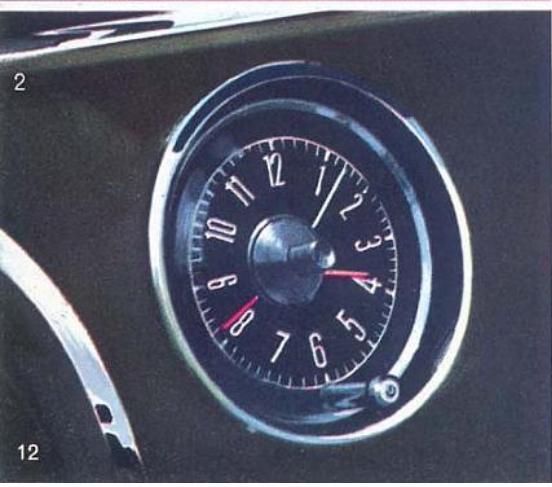
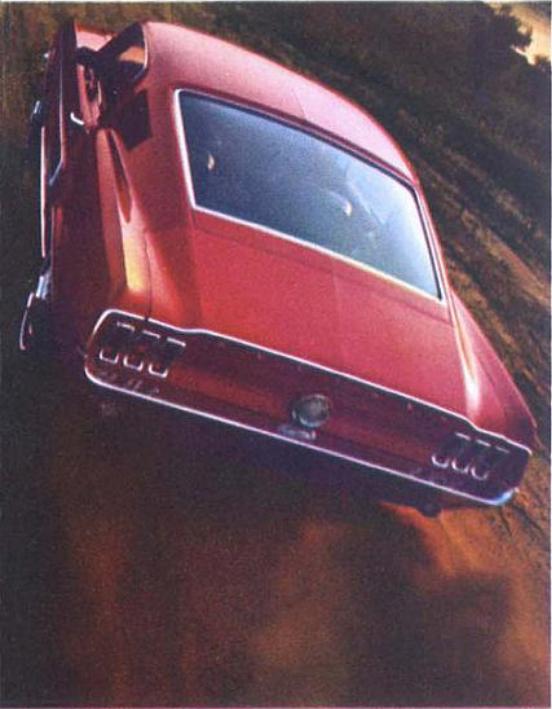
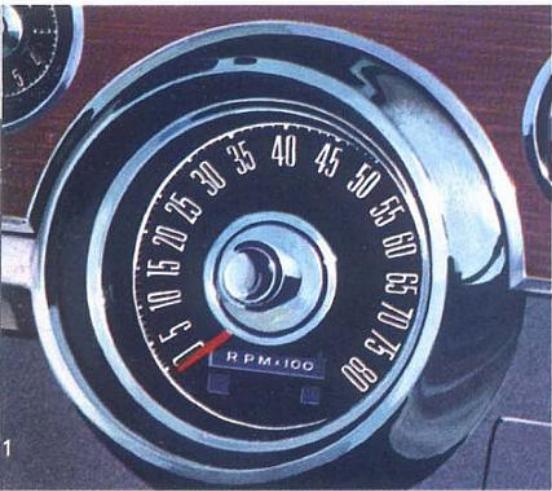


5

# Mustang



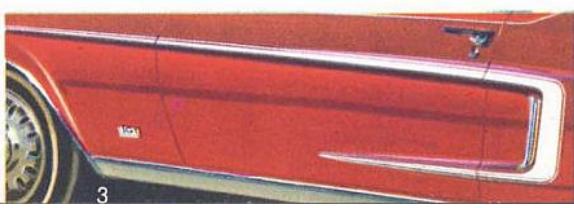
# Want more options?



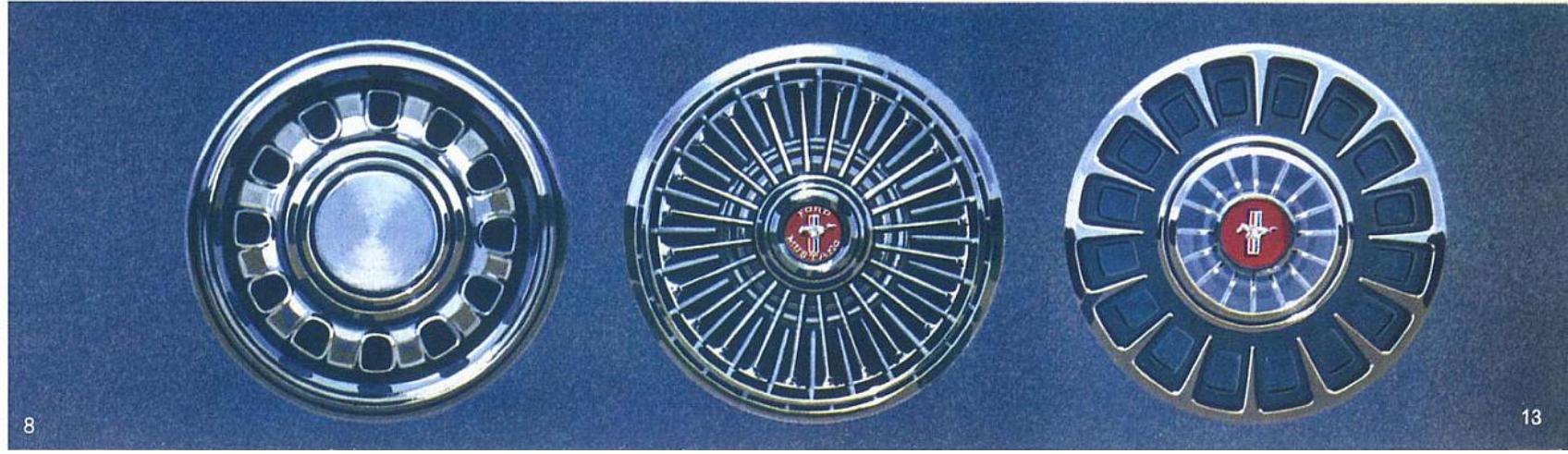
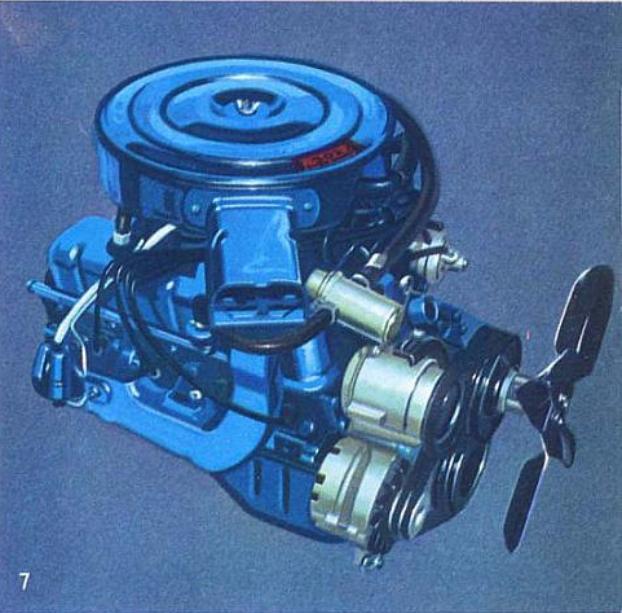
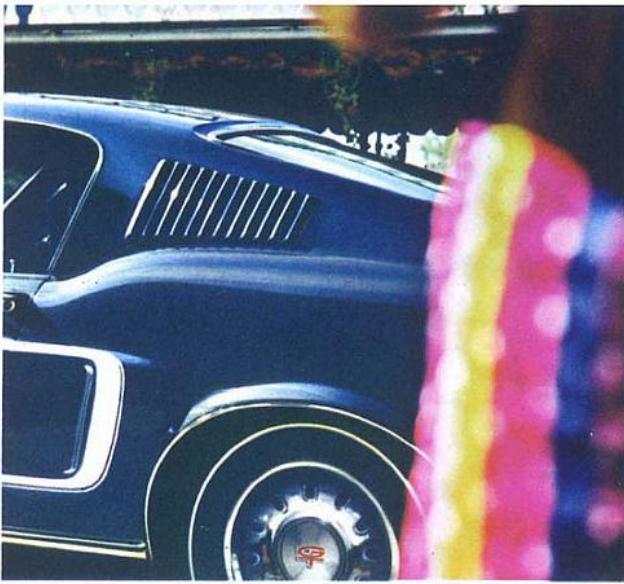
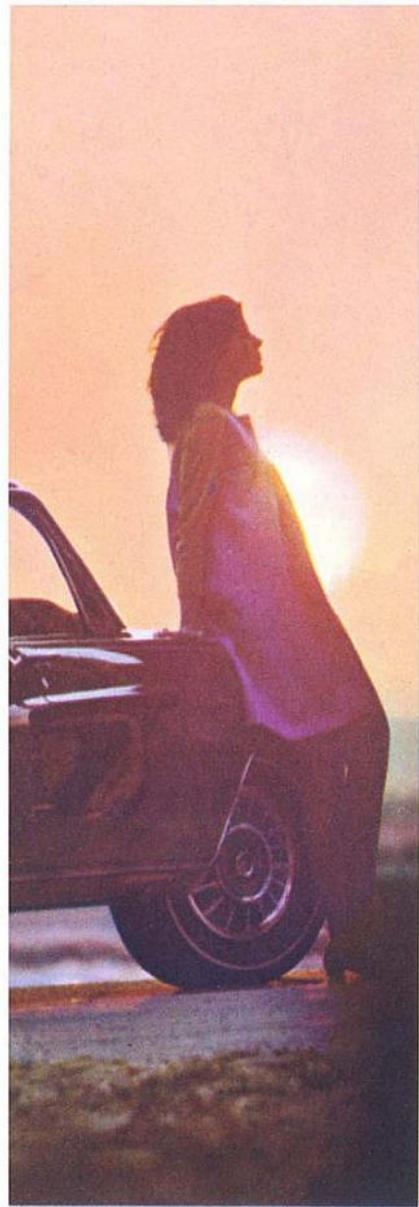
As if all the options on the previous pages weren't enough, Mustang has even more—so you can pick and choose. Make your Mustang dashing and sporty, make it sweet and luxurious, make it anything in between—make it *you!* Take your time. And consider some of the options shown on this page. **Tachometer 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 built in as part of the speedometer pod. A push button resets the mileage to "0", so you can accurately record the mileage between points. Available with any V-8 engine. **Electric Clock (2)** An attractive and functional addition to any Mustang instrument panel. Never needs winding, it's electric! Designed to be a part of the overall instrument cluster. It has a sweep second hand for pinpoint elapsed time readings, and a time-set knob. **Reflective Group (3)** Reflective GT stripes (available when you get the GT Equipment Group) in white, red, blue, black or gold—plus reflective paint on GT-Styled Steel Wheels. Color of stripes is determined by interior and exterior color. **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. Wide-ovals also provide a strong performance appearance. Available in extra-narrow whitewalls only. (Available with any V-8 engine.) **Wide-Oval, Radial Ply Tires (5)** They combine the benefits of wide-oval design with radial ply construction for superior performance characteristics. Give up to 80% longer tread life. Available in white sidewall only. (Available with any V-8 engine.) **Convenience Group (6)** A quick glance tells you when your Mustang's ready for action! 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's 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. V-8 with 4-barrel carburetor (7)** Here's a brand-new engine in Mustang's lineup! Develops 230 hp, uses premium fuel, and is available with all transmissions. This new 302 is a masterpiece in efficiency, due to its low weight to high output ratio. And it's just one of *four* V-8 options. Other engine options include Ford's famous 289-cu. in. Challenger V-8, which develops 195 hp on regular gasoline. Or, you can choose one of the 390-cu. in. V-8's available: a 2-barrel carburetor model which develops 280 hp, and a 4-barrel mill with 325 hp. Pick your Mustang with the power you want. **Wheel Covers (8)** In addition to the standard wheel covers (shown on page 4) there's a choice of two optional full wheel cover styles available (illustrated at right). Styled steel wheels, (shown left side of illustration) are also available.



Extra splash to set your Mustang apart during day or night can be yours with the vibrant Reflective Group. It's available on Hardtop, Convertible or 2+2 only when you get the optional GT Equipment Group (shown and described fully on page 14).



# Mustang makes it happen!



# 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 a V-8 engine (except 289). 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.
- 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.
- And you'll want power front disc brakes on your GT. They're optional with all V-8's—required with 390-cu. in. 4V engine.

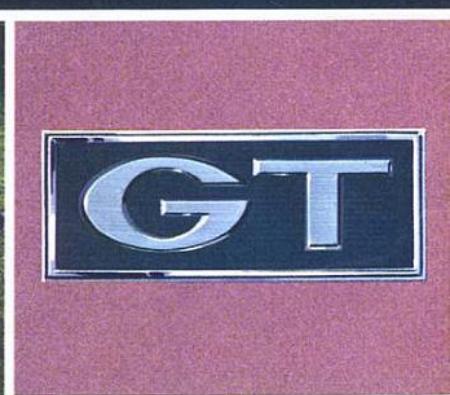
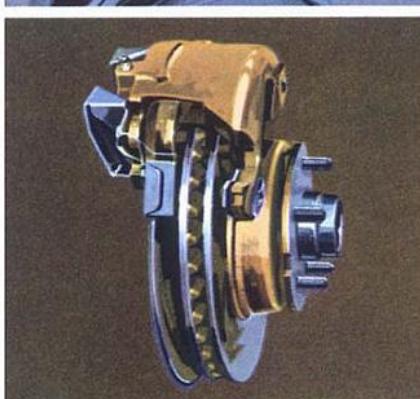
## MUSTANG GT —your choice in three styles!

Feast your eyes! Isn't it nice that Mustang GT comes in three versions? Each has its own particular appeal—each can be tailored to suit your own individual taste. But whatever version you choose, only Mustang makes it happen!

1. Mustang GT Convertible, for those who prefer top-downing it. That extra-durable 5-ply vinyl top flips down in seconds, is hidden neatly by the stretch-taut boot. An optional power-operated top is available, if you wish. And a tempered glass backlite, too (the glass backlite folds across the center, to make storing easier).

2. Mustang GT Hardtop, the classic, original Mustang design that started it all! Its long hood, short rear-deck styling, and all of its Mustang-only features, mean it won't be mistaken for any other car in America (or in the world for that matter).

3. Mustang GT Fastback. It looks like it's moving even when it's standing still! Makes a great GT: curved side windows, roof quarter panel air outlets (part of 2+2's exclusive Silent-Flo Ventilation system), tinted backlite. Slick styling. Decidedly the machine for a sports buff.



## 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 SelectShift; 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 □ Power Steering □ Power Convertible Top □ AM Radio □ AM/FM Stereo Radio □ Stereo-Sonic Tape System with AM Radio □ SelectAire Conditioner □ Hood Louvers with Integral Turn Signals □ Two-Tone Hood (Louvered Hood required) □ 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) □ Wide-Oval, Radial Ply WSW Tires □ White Sidewall Tires □ Vinyl 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 □ Convertible Glass Backlite □ 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 325 hp) □ SelectShift Cruise-O-Matic Drive □ 4-Speed Manual Transmission □ Heavy-Duty Suspension □ Front and Rear Bumper Guards/Wheel Lip Moldings □ Heavy-Duty Battery □ Tinted Glass □ Limited-Slip Differential □ Performance Rear Axle Ratio □ Extra Cooling Package □ Reflective Group (with GT Equipment Group)—see page 12 □ Visibility 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 convertible top, "floating" rearview mirror, parallel-action windshield wipers, "red line" (above 70 mph) speedometer, 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) □ 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 □ 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 □ 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 with Concealed Fasteners □ 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 booklet, 1968 Ford Cars and Trucks for Recreation. 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 safety-designed door handles
- Front and rear seat belts with front outboard retractors
- Turn indicators with lane-change signal feature
- Inside day/night, yield-away, windshield-mounted rearview mirror
- Energy absorbing instrument panel with padding
- Padded safety sun visors
- 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 back tops 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

