Three new ways to answer the call of the Mustang...

Mustang '67
How do you improve on a classic? How do you add excitement to an American original — an original which is already the most exciting, most acclaimed new car in history? With subtle body changes and interior improvements. The result is a rare combination that says Mustang for '67 is undeniable now — without taking away the flair and flavor of the classic design that is so unmistakably Mustang!

We've added fresh Mustang optional features, like a hefty 290-cubic-inch Thunderbird Special V-8 for extra spirit. Like the Tilt-Away Steering Wheel that moves aside when you open the door — and tilts up or down to nine different driving positions. Finger-tip Speed Control lets you set cruising speed without need to maintain constant accelerator pressure. SelectShift Cruise-O-Matic...go fully automatic or shift manually for the fun of it without a clutch. Greater traction Wide-Oval Sports Tires with V-8's. Front Power Disc Brakes. SelectAir Conditioner and Convenience Control Panel. What did we keep? The standards that made Mustang a classic in the first place...standards that won the hearts of almost a million-and-a-half owners in under three years. Those owners (and many more) have taken the Mustang Pledge...because of standard features like bucket seats and full carpeting. Floor-mounted shift. All-vinyl trim. Little performance and handling. And most particularly we kept the classic long, lean, adventurous look — of Mustang, the original. Take the Mustang Pledge in one of three exciting ways...hardtop, convertible, fastback.

Bred first...to be first!
Your Mustang can be a luxury car... sports car... or family fun car. To help you decide, let's point out some of our newest and nicest options (right).

The instrument panel with its handsome brushed aluminum appliques is one of nine separate luxury items in the Interior Decor Option (pages 8-9).

SelectAire Conditioner (lower left) makes your own weatherman. You can cool down summer's heat or warm up winter's cold with the ease of fingertip controls and four adjustable panel outlets. Self-regulating Electric Clock is centered in the panel. Below it (large dials) are the Trip Odometer with push-button reset (in speedometer) and Tachometer (0-6,000 rpm) available with V-8's.

Deluxe Steering Wheel, with woodgrain trim and perforated spokes, is an elegant touch in any Mustang. New faster ratio Power Steering (2.0 to 1 overall ratio) does the work... leaves all the fun for you. Built into the turn signal lever, Fingertip Speed Control lets you set your speed anywhere between 25 and 80 mph and holds it for as long as you like. Enjoy the full, rich sound of your favorite music on tape with Mustang's multi-speaker Stereo-Sonic Tape System with AM Radio.

Both are mounted in the new optional Console. Also console-mounted is the T-bar shift lever of SelectShift Cruise-O-Matic (vinyl-trimmed here as part of the Interior Decor Option). Standard equipment on all Mustangs for '67 are the color-keyed padded instrument panel, padded windshield pillars and padded sun visors. The deep-dish steering wheel has a new padded hub, and above the circular dial is the warning light that is part of Mustang's new dual brake system. Standard Ford Motor Company LifeGuard-Design Safety Features are detailed on page 15.

More than ever designed to be designed by you.
Mustang Convertible: available with a unique folding tempered safety glass rear window.

You're looking at 3,000 pounds of pure delight. Deep-foam bucket seats that adjust individually. All-vinyl trim. Full carpeting. A sweet, saving 200-cu. in. Six. Fully synchronized 5-speed manual (downshifts under way without gear clash). An easy-handling top that's up or down in a jiffy and hidden away.

All of these come standard on the convertible, and at a very pleasing Mustang price. And for just a little more, see how much more delightful you can make it with Mustang options. Power top, for instance. Faster ratio Power Steering. Wide-Oval Sports Tires with V-8's. SelectShift Cruise-O-Matic. You can design your Mustang Convertible any one of a thousand different ways. Whichever one you choose, your Mustang will include the extra convenience of exclusive Ford features like the reversible key and suspended accelerator pedal...the extra savings of Twelve-a-Year Maintenance and extra protection of Ford Motor Company's 3-Point Warranty Plan (back cover).

SelectShift Cruise-O-Matic...the best of both automatic driving and manual shifting. In one transmission...

This Mustang flips its top over you.
In luxury’s lap... Mustang style!

Ask for the Interior Decor Option in your Mustang and this is how it will look—all richness and elegance. Select from seven colors in this trim, or two* with seat inserts of Comfort Weave vinyl (it “breathes” for added warmth comfort). Integral arm rests blend smoothly into door panels. Behind the grille ornamentation on lower doors, courtesy lights shine a red warning beam to the rear, a clear beam into the car whenever doors are opened.

Overhead (hardtop, 2 + 2) is a roof console with twin map lights. The instrument panel is set against rich appliques of brushed aluminum (see pages 4-5). An electric clock is included. Even the T-bar for Cruise-O-Matic (when so equipped) has a vinyl-trimmed grip. All this in just one Mustang option!

*Separate option

Mustang Console, AM/FM Radio and Convenience Control Panel (detailed page 12)
Ford takes particular pride in introducing the new Mustang Fastback.

Exclusive to the 2+2 is Silent-Fix Ventilation. With windows closed for quiet, fresh air flows in.

state air flows out. In common with all Mustangs, the 2+2 comes with deep-foam bucket seats,
carpeting, fully synchronized 3-speed floor shift
(it's clash-free, even when downshifting to first),
200-cu. in. Six, all-vinyl trim. There are seat belts with front retractors, an outside mirror, new lane-
change turn signal, new dual brake system... among many standard Ford Motor Company
Lifeguard-Design Safety Features for '67 (page 15).

Some important optional features: the GT Equipment Group and the Reflective Group available
with this option which includes reflective GT stripes in white, red or blue, and reflective paint on wheel
covers or styled steel wheels (page 14)... new 360-cu. in. V-8... new Sport Deck Option (below).

For more suggestions, pick and choose to your own taste on the following pages.

The 2+2: sleek, smooth sweetheart.
With over 100 separate options, here's your opportunity to design an original! **Tilt-Away Steering Wheel** is a new luxury option. Open the door and the wheel moves out of your way automatically. Ready to drive, it tilts to nine different positions, one just right for your comfort. **SelectAire Conditioner** is your complete weather control center. Dehumidified air cooled for summertime comfort . . . or a bounty of warm air for heating, defrosting in winter. Adjustable panel outlets direct air throughout the car. **Convenience Control Panel** mounts four warning lights to remind you to fasten seat belts, release parking brake, that fuel is low (approximately four gallons) or a door ajar. Designed into the turn signal, **Fingertip Speed Control** lets you set any speed from 25 to 80 mph. At desired speed, you push a button, the control takes over, and you can cruise as long as you like with your foot off the accelerator. At any time, you can instantly override the control by braking or accelerating. Afterward, the control's built-in "memory" will smoothly resume your pre-selected speed. A new across-the-body **Shoulder Harness** is available for driver or front seat passenger. Firmly anchored in roof and floor, it is self-storing when not in use. **"Tailored Tires"** . . . You can tailor Mustang tires to your individual driving needs as never before. For example, new **Wide-Oval Sports Tires** (with V-8's) that put extra tread on the road for better traction or **Radial Ply Tires**, available with the GT option or any V-8 engine. **Styled Steel Wheels, Wire Wheel Covers** and **Deluxe Wheel Covers** are sporty "dress-up" options on the Mustang model of your choice.

**Over 100 reasons why your Mustang will be like no other**
For a performance Mustang, consider any one of four sparkling optional V-8’s from the 289-cu. in. Challenger to the brand-new and very muscular 390-cu. in. Thunderbird Special. 4-Speed Manual in the close-ratio, sports-type stick shift that the buffs prefer. Or maybe you’d like the fun of manual shifting occasionally, but an automatic for most of your driving. Get SelectShift Cruise-O-Matic; it gives you both. Additionally, there are Power Front Disc Brakes with greater fade resistance and braking ease; faster ratio Power Steering (20.3 to 1 overall ratio); GT Equipment Group, Special Handling Package, Competition Handling Package (described on page 14) and many more. Exterior Decor Group includes functional, “breather” hood louvers with turn signal indicators built in. Also included: (cover, page 10) wheel cutout moldings, deck lid moldings (standard on 2+2) and pop-open gas cap (page 10). Rear Grille (cover, page 10), adding a note of distinctive elegance, is available as a separate option with the Exterior Decor Group. In the Mustang Hardtop or Convertible, you might like a Full-Width Front Seat in place of the familiar buckets. Includes folding center arm rest for driver and passenger. (Available in parchment or black vinyl.) AM/FM Radio is a versatile “entertainment center.” Five push buttons provide any combination of your favorite AM or static-free FM station selections. Special Mustang Convertible options include the unique new Folding Rear Window of tempered safety glass (a special “hinge” does the trick neatly); a Power-Operated Top in your choice of black or white; a snap-on Convertible Tonneau Cover. And there are many more Mustang options!

First, pick your V-8. Any of four big choices from the 289-cu. in. Challenger to a new 390-cu. in. Thunderbird Special — ranging in power from 200 hp to 320 hp. Then add the GT Equipment Group, and wonderful things happen.

Up front, a pair of 4-inch fog lamps are built into the grille, giving the Mustang GT the appearance of an expensive rally-type machine. Tires are F70-14 Wide-Oval Sports type, put more tread on the road for greater traction, look extra-low and sporty. Front power disc brakes take over to give you extra resistance against fade. The GT

Equipment Group also includes the Special Handling Package: higher rate springs and shocks, husker front stabilizer bar. (Competition Handling Package* may be substituted. Includes adjustable shocks, 3.25 rear axle, limited-slip differential, among others.) The Mustang GT exhaust system, with both the high-performance Cobra and Thunderbird Special V-8, is a special low-restriction type, with dual mufflers and chromed “quad” outlets.

Final touch: accent stripes with “GT” (for stick shift) or “GTA” (for SelectShift Cruise-O-Matic).

Optional Reflective Group (above) consists of reflective GT stripes in white, red or blue and reflective paint on optional deluxe wheel covers or styled steel wheels.

*For complete details see your Ford Dealer
Standard Ford Motor Company
Lifeguard-Design Safety Features

Ever since there have been Fords on the American Road, the safety of the people who drive and ride in them has been a primary concern of thousands of people at Ford Motor Company — driving millions of miles on the test track, working millions of man-hours in the laboratory. Some of the latest results of their work are seen in the Ford Motor Company Lifeguard-Design Safety Features, at right.

Lifeguard-Design Safety Features help reduce the likelihood of injury in case of an accident, but you can accomplish the most important job of all — preventing an accident. By obeying traffic laws at all times and developing alert, defensive driving habits, you can best protect yourself and your family against unsafe conditions on the road.

Standard Equipment


Plus the Ford Motor Company Standard Lifeguard-Design Safety Features listed opposite.

*See "Prices" on back cover

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 the windows up). Full Sweep Tinted Glass Back Window. Full Wheel Covers.

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.

Standard Ford Lifeguard-Design Safety Features

Double-Yoke Safety Door Latches and Safety Hinges are strong, tight-gripping to help keep doors closed in the event of impact. As an added precaution, Positive Door Lock Buttons must be raised before door handles will operate and doors can be opened.

Thick-Lamination Safety Plate Glass Windshield offers greater protection. New Padded Windshield Pillars on either side, Padded Sun Visors overhead and Padded Instrument Panel, combine to add added protection for the driver and passengers.

Remote-Control Outside Rear View Mirror. Provides clear view of approaching traffic and makes it easy to set the mirror at the most desirable angle. Without lowering the window, you can aim the mirror by moving the inside fingertip control.

Dual Hydraulic Brake System with Warning Light. Dual master cylinder plus separate lines to front and rear brakes. In event one line is damaged, other remains to provide partial braking while red instrument panel light warns driver of need for brake service.

Impact-Absorbing Steering Wheel with Deep-Padded Hub adds to safety. On left side of steering column is Turn Signal Lever with Lane-Changing Signal feature to indicate movements from one lane to another. On right side is 4-way Emergency Flasher switch.

OTHER STANDARD LIFEGUARD-DESIGN SAFETY FEATURES INCLUDE:


Mustang Options


*Also available as a separate option

Trailer Towing . . . For all the information about trailer towing with the '67 Ford 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 16-page 1967 Ford Car & Truck Recreation brochure. It's filled with all kinds of suggestions and helpful information on the subject.
You're ahead in a FORD!