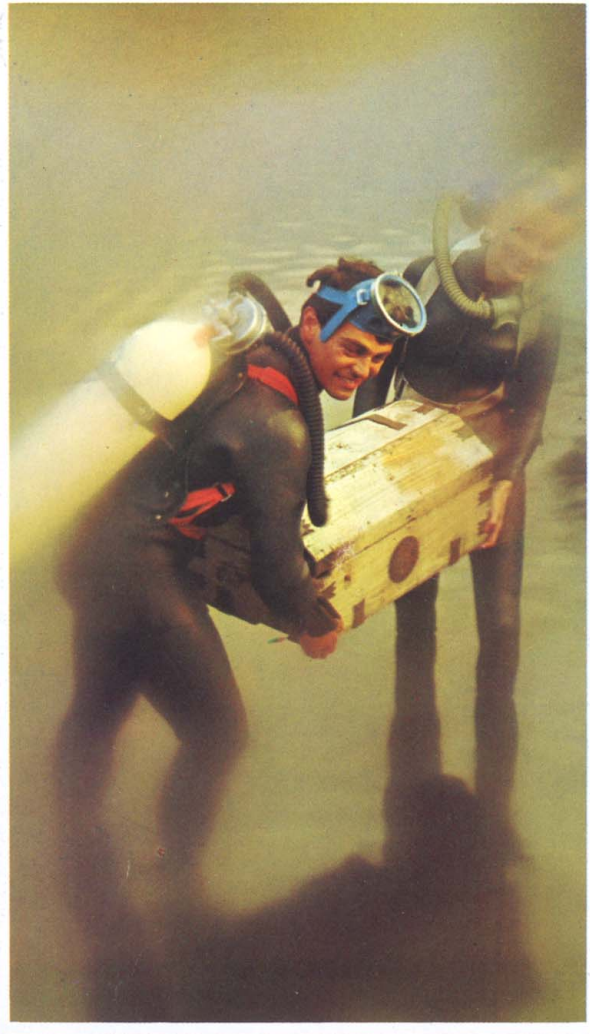
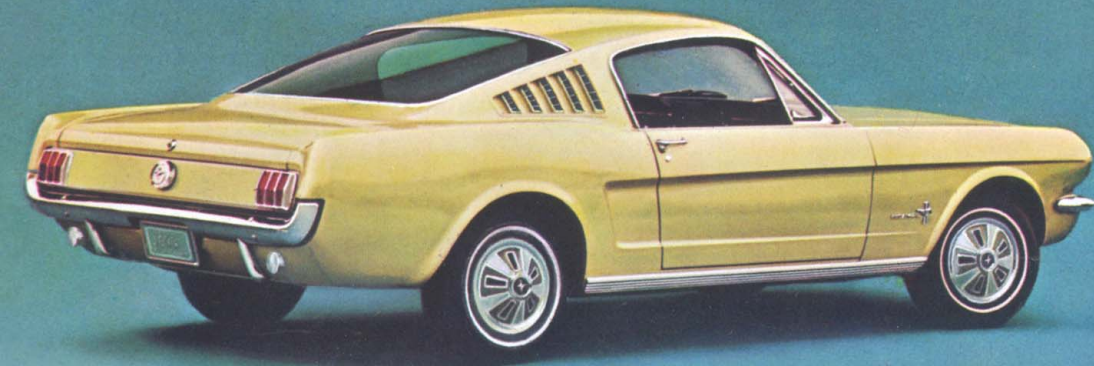


MUSTANG!
1966 MUSTANG!
MUSTANG!



America's Favorite Fun Car





If you thought we couldn't improve on a winner—try Mustang '66!

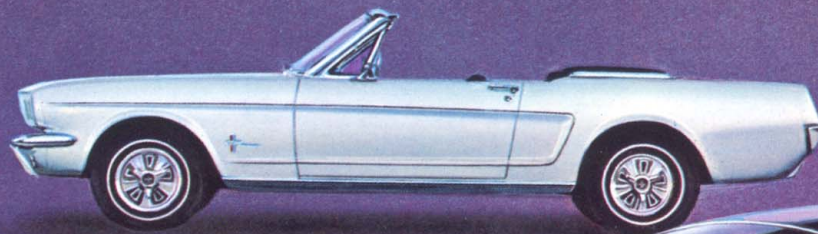
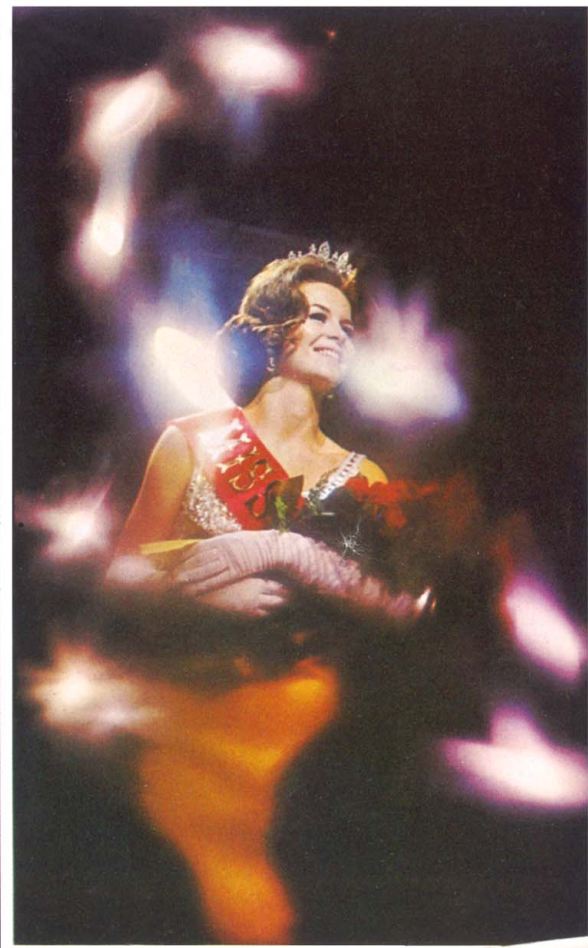
For '66, we did the nicest thing we could think of—we changed Mustang very carefully. There's smart new ornamentation all around, as you probably noticed on the Mustang Hardtop (cover), Convertible and Fastback 2 + 2 (opposite). Also new (and standard) are a 5-dial instrument cluster, 14-inch low-profile tires and full wheel covers. But the standard features that give Mustang so much of its potent charm are all here. Plush bucket seats, pleated vinyl trim, sports steering wheel, 3-speed floor shift, frisky 200-cu. in. Six, padded instrument panel and sun visors, full carpeting, heater-defroster*, front and rear seat belts. Plus outside rearview mirror, windshield washers and electric wipers, backup lights, emergency flasher and courtesy lights. And, of course, Ford's Twice-a-Year Maintenance (back cover) . . . all *standard* and all wrapped up in the kind of low price tag Mustang made famous.

And Mustang's long list of options—more than 70 of them—are here for '66 . . . with great new ones like the AM Radio/Stereo-sonic Tape System (detailed on page 5). And nearly all these options are available on all Mustangs. More than ever Mustang is designed to be designed by you!

Just mention Mustang and you've set off a lively conversation. All about fun . . . excitement . . . going places . . . doing things. Proof? Over 418,000 on the road in Mustang's first year, an all-time record! Why? Because Mustang is a personal luxury car, family car, performance car, or anything in between.

So don't be content to just talk about Mustang. From the following pages pick your model, pick your options, then head for your Ford Dealer!

Now more than ever designed to be designed by you





Mustang Hardtop

How about a Mustang Hardtop? Lots of appeal here—from its long, low lines to its low, low price (*lowest* of all Mustangs).

The Hardtop is the one most often chosen as the family Mustang. Standard 120-hp, 200-cu. in. Six and 3-speed manual floor shift give a thrifty accounting of themselves, as do Ford's Twice-a-Year Maintenance and service-savers (back cover). All-vinyl interior is rugged as it is handsome, the trunk surprisingly spacious.

If you want your Hardtop to be a luxury Mustang, just see what a few options will do. Add the new AM Radio/Stereo-sonic Tape System. You can have up to 80 minutes of your favorite music . . . continuous and without interruption. Just slip in a tape cartridge and twin speakers surround you with sound.

Or you may want one of the three lively V-8 options (200, 225 and 271 hp) . . . T-bar Cruise-O-Matic Drive . . . Ford Air Conditioner . . . the richly paneled and appointed Interior Decor Group (pages 6 and 7).

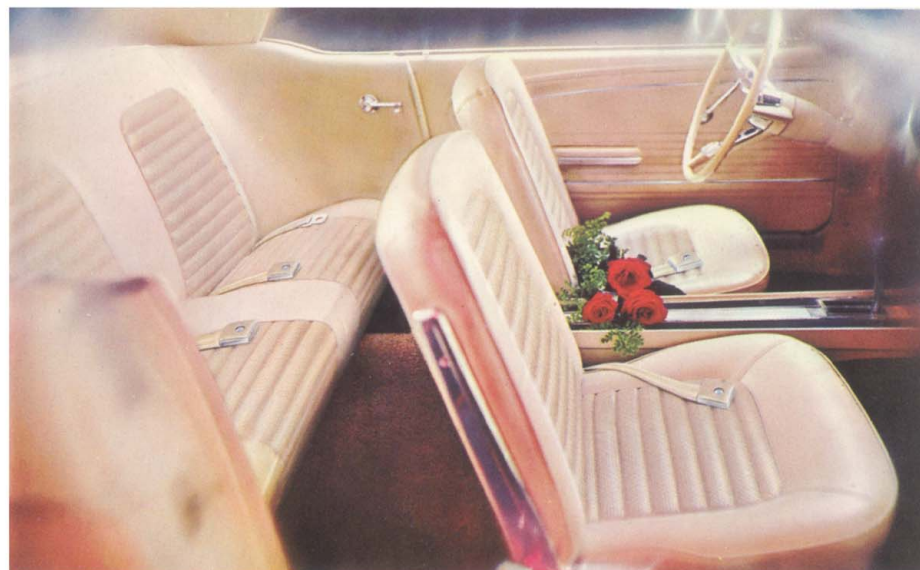
And if you want a fiery Mustang, there's a complete selection of sports options—everything from racing stripes to dual chrome exhaust extensions—waiting for you on pages 10 and 11!

Mustang Options

Start here to make *your* kind of 1966 Mustang! Options shown on Mustang Hardtop (left): Vinyl Roof Covering (also avail. in white), Accent Stripe (rocker panel moldings are standard on all '66 Mustangs), Deluxe Wheel Covers (with simulated knock-off hubs). Others include: Choice of Three V-8's (up to 271 hp!) ■ 4-Speed Manual Transmission ■ Power Steering ■ Power Brakes ■ plus options shown here and on following pages.

*Options

†Option available on Hardtop, Convertible



Mustang's deep-foam bucket seats and pleated vinyl trim come in your choice of five colors



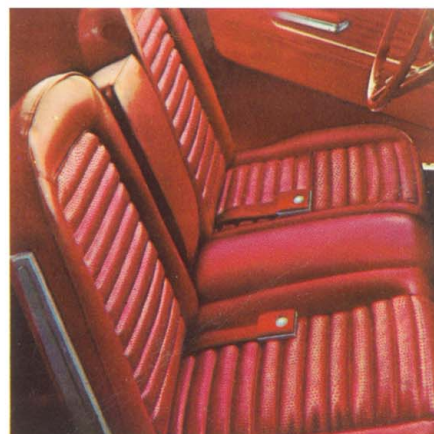
Mustang's new panel groups instruments in five easy-to-read dials



T-bar 3-speed Cruise-O-Matic Drive*



Ford Air Conditioner*—cool driving comfort



Full-Width Front Seat with folding arm rest†



AM Radio/Stereo-sonic Tape System*

Mustang Convertible

Lots of people who thought they could only dream about convertibles now drive Mustangs. There are dozens of reasons why. And one of the best, after its low price, is the Mustang Convertible top.

It's 5-ply vinyl for durability. Easy-action side clamps make latching and unlatching child's play. The top goes up or down smoothly, easily . . . stacks low, neatly. Comes in your choice of black or white.

Then there are Mustang's trigger-quick reflexes, trim handling, glued-to-the-road stability. More reasons are inside Mustang: deep-foam, vinyl-covered bucket seats that adjust individually; a suspended accelerator pedal that adjusts to your foot. Wall-to-wall carpeting. Padded instrument panel and sun visors. Courtesy lighting. Heater-defroster and front and rear seat belts—all *standard on all* Mustangs.

Plenty of "optional" reasons, too. Mustang's new AM Radio/Stereo-sonic Tape System—up to 80 uninterrupted minutes of your favorite music in "living sound"! Luxurious Interior Decor Group (opposite page) in seven color choices. Power top. Tonneau cover. Power steering. Power brakes. The list seems endless—the *variety* of Mustang Convertibles, Hardtops or 2+2's you can "design" with it *is!*

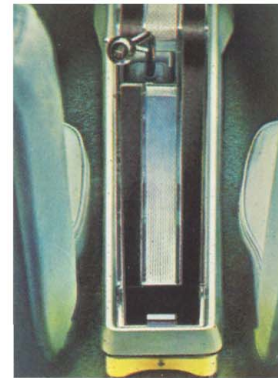
Mustang Options

More suggestions to help you make a Mustang *yours!* Optional Wire-Style Wheel Covers as shown at right (rocker moldings standard on all '66 Mustangs). Other options include: Power Top ■ Convertible Tonneau Cover ■ Front Disc Brakes (with V-8's) ■ Special Handling Package (heavy-duty suspension, 22 to 1 overall steering ratio) ■ AM Radio ■ Red Band Sidewall Tires ■ plus options shown here and on following pages.





Rich Interior Decor Group* offers unique embossed seat inserts, door panels with pistol-grip door handles, built-in arm rests, safety-courtesy lights and more (below)



Sports Console* and sporty 4-Speed Man. Transmission*



Woodlike Deluxe Steering Wheel†, instrument panel and glove box trim are part of Interior Decor Group*



Mustang's trunk is surprisingly spacious and well-planned for easy loading



Mustang Fastback 2+2

Pizzazz and Mustang practicality plus! Under the racy lines of the Fastback 2+2 you'll find features that can't be duplicated at anywhere near the price.

For example, the rear seat in the 2+2 folds down to *triple* luggage space. And Silent-Flo Ventilation, standard in the Fastback, provides a continuous stream of fresh air inside to whisk

out stale air and tobacco smoke. And with windows up tight, outside noises *stay outside*.

Like all Mustangs, quality runs deep in the 2+2. Seven main bearings on the crankshaft of the 200-cu. in. Six mean greater smoothness and longer engine life. Brakes are self-adjusting. Muffler is aluminized. Ford's Twice-a-Year Maintenance and other service savings, like alternator and Sta-Ful battery (back cover),

keep Mustangs out where the driving fun is.

To tailor any one of these highly versatile Mustangs to your taste, consider these options: exciting new AM Radio/Stereo-sonic Tape System. Ford Air Conditioner. Styled steel wheels. Rally Pac. Deluxe seat belts. Special Handling Package. And these are just a few.

Test-drive the Fastback 2+2. Get a taste of how much a Mustang can do for you.



Mustang Options

Still *more* suggestions to help you "design" your Mustang! Mustang 2+2 (above) displays these options: Styled Steel Wheels (with V-8's) and Accent Stripe (rocker moldings standard on all '66 Mustangs). Other options include: Choice of Three V-8's (up to 271 hp!) ■ T-bar Cruise-O-Matic ■ AM Radio/Stereo-sonic Tape System ■ Ford Air Conditioner ■ Deluxe Seat Belts with Reminder Light ■ plus options shown here, on preceding and following pages.



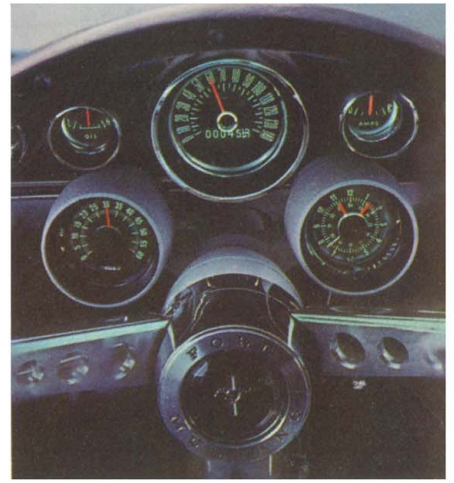
High-style interior in the Mustang Fastback 2+2



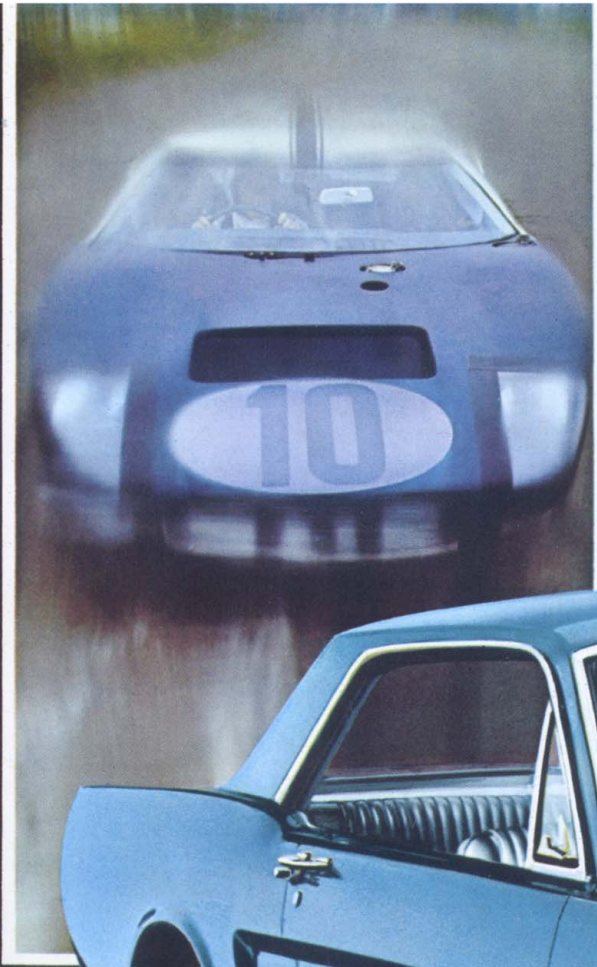
Folding rear seat *triples* the Fastback's luggage space. Door opens to trunk area



Woodlike Deluxe Steering Wheel*



Night-lighted Rally Pac (clock & tach)*
*Options





Mustang GT

Here's where you can really let yourself go. Choose your Mustang—Hardtop, Convertible or 2+2—and make it a Mustang GT with the GT Equipment Group!

Distinctive GT Identity and Conveniences: GT badges on front fenders. GT stripe (like Ford's GT racing car) running front to rear along the lower body. A pair of 4-inch fog lamps (clear lenses) mounted in the grille.

Distinctive GT Power: You can have either the hot 225-hp Challenger Special V-8† (10 to 1 comp. ratio, 4-barrel carb., hydraulic lifters) or a *real* scorcher, the 271-hp Cobra V-8† (10.5 to 1 comp. ratio, 4-barrel carb., solid lifters). Both engines in Mustang GT's come equipped with special low-restriction dual exhaust systems. And chrome flared tailpipe extensions tell the onlookers what's under the hood!

Distinctive GT Performance: Special Handling Package (tauter suspension, faster steering) plus fade-resisting front disc brakes give you a kind of precise control you never thought possible in an American car!

Options to go with the GT Group? Of course! Rally Pac, 4-speed stick, 3-speed Cruise-O-Matic, styled steel wheels . . . and nearly *all* the Mustang options described in preceding pages!

Mustang Options

Additional options for all Mustangs: Remote-Control Outside Mirror ■ Day/Night Inside Mirror ■ 2-Speed Electric Wipers ■ Tinted Windshield ■ Tinted Glass All Around ■ Rear Seat Radio Speaker (Hardtop, 2+2) ■ Limited-Slip Differential ■ White Sidewall Tires ■ Compass ■ Spotlight ■ Racing Mirrors ■ Removable Luggage Rack ■ Brake Warning Light ■ Heavy-Duty Battery ■ Remote-Control Deck Lid Release ■ Door Edge Guards ■ plus many, many more—over 70 Mustang options in all!

*Available also as separate option

**With V-8 only

†Separate option, not included in GT Group



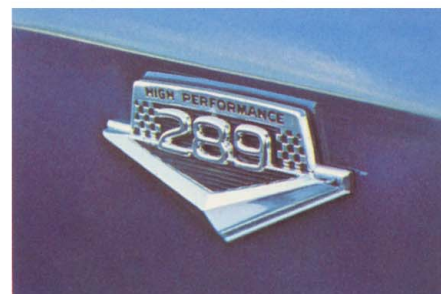
Distinctive GT Fender Badges



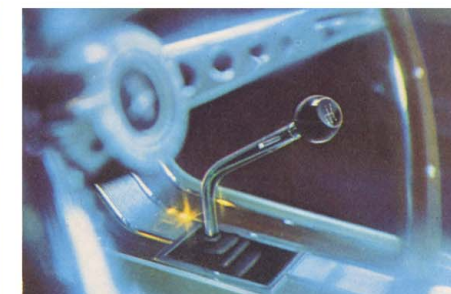
Fade-resistant Front Disc Brakes**



Mustang's Special Handling Package* (heavy-duty suspension, 22 to 1 overall steering ratio)



271-hp, 289-cu. in. Cobra V-8†



Sports-type 4-Speed Stick Shift†



Special GT Low-Restriction Exhaust and Chrome Tailpipe Extensions



1966 MUSTANG Specifications

11 MUSTANG POWER TEAMS	
ENGINES	TRANSMISSIONS
200-cu. in. Six*	A†, C, D
Challenger V-8	B†, C, D
Challenger Special V-8	B†, C, D
Cobra V-8	C, D
STANDARD EQUIPMENT KEY:	
*Engine (all models): †Transmissions (as indicated)	
A—3-Speed Manual	
B—Synchro-Smooth Drive (fully synchronized 3-speed manual)	
C—Cruise-O-Matic Drive	D—4-Speed Manual

COLOR AND UPHOLSTERY SELECTIONS: Pick your favorite color from 16 brilliant new Super Diamond Lustre Enamel single tones. Counting standard and optional choices, there are a total of 16 all-vinyl trims for the Hardtop, 2+2 and Convertible. Your Ford Dealer will be happy to show you actual samples of new Mustang colors and upholstery.

ENGINES: 120-hp Six (std.)—200-cu. in. displ.; 3.68" bore x 3.13" stroke; 9.2 to 1 comp. ratio; 7 main bearings; reg. fuel; single-barrel carb.; auto. choke; self-adj. valves with hydraulic lifters.

200-hp Challenger V-8 (opt.)—289-cu. in. displ.; 4.00" bore x 2.87" stroke; 9.3 to 1 comp. ratio; reg. fuel; 2-barrel carb.; auto. choke; self-adj. valves with hydraulic lifters.

225-hp Challenger Special V-8 (opt.)—289-cu. in. displ.; 4.00" bore x 2.87" stroke; 10.0 to 1 comp. ratio; 4-barrel carb.; prem. fuel. Other specifications same as Challenger V-8 above.

271-hp Cobra V-8 (opt.)—289-cu. in. displ.; 4.00" bore x 2.87" stroke; 10.5 to 1 comp. ratio; super prem. fuel; 4-barrel carb.; manual choke; solid valve lifters; dual exhaust.

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 on 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.

Own a trailer? Planning to buy one? Your Ford Dealer can help you equip your new Mustang for many of the popular sizes. The Mustang optional equipment suggestions listed here can add a great deal to smooth-sailing trailer trips with your Mustang.

MUSTANG TRAILER TOWING RECOMMENDATIONS:

Class I (gross trailer weight up to 2,000 lb.; static tongue load up to 200 lb.)—200-hp V-8 or 225-hp V-8; Cruise-O-Matic Drive; extra cooling package; 6.95 x 14 4-ply rating tires; power steering and brakes; heavy-duty battery. For additional information, ask your Ford Dealer for a copy of the "1966 Ford Cars & Trucks for Recreation" brochure.

MANUAL TRANSMISSIONS: 3-Speed Manual (std. with Six). Floor-mounted shift lever, standard "H" pattern. Synchronizers in 2nd and direct. **Synchro-Smooth Drive** (std. with Challenger, Challenger Special V-8's). Synchronized manual shifting in all three forward gears; clash-free downshifting to low while under way Floor-mounted stick.

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

CRUISE-O-MATIC DRIVE: (opt.)—3-speed automatic with two selective drive ranges; 3-speed range starting in low for all normal driving; 2-speed range starting in intermediate for more surefooted driving on slippery surfaces. Floor-mounted T-bar selector with sequence: P-R-N-DRIVE-L.

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.

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

STEERING: Recirculating ball-type steering gear provides easy handling. Permanently lubricated steering linkage joints. Overall steering ratio 27 to 1 (power steering 22 to 1). Turning diameter 38 ft.

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). Front disc brakes optional.

TIRES: Tubeless, blackwall with Tyrex rayon cord, 4-ply rating. Safety-type rims. Tire size—6.95 x 14.

DIMENSIONS AND CAPACITIES: Overall length 181.6"; height 51.1"; width 68.2"; wheelbase 108"; treads—front 55.4" (Six), 56" (V-8), rear 56"; fuel 16 gal.; oil 4.5 qt. (Six), 5 qt. (V-8); cooling system (with heater) 9.5 qt. (Six), 14.5 qt. (V-8's); trunk luggage volume (cu. ft.): Hardtop 9, Convertible 7.7 (top down), Fastback 5 (18.5 trunk plus rear seat down).

PRICES: Mustang includes heater-defroster as standard equipment. However heater-defroster may be deleted on car order if desired at an appropriate price reduction. 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.

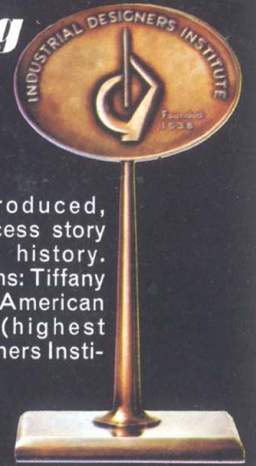
MUSTANG "WORTH MORE" FEATURES: In addition to all the new Mustang features you can read about in this catalog, there are many others which will make the 1966 Mustang you buy now more rewarding in both driving pleasure and resale value. Just a few of these "Worth More" features include: Safety-Yoke door latches, aluminum scuff plates, seat side shields, parallel-action electric windshield wipers, curved side glass, suspended accelerator, brake and clutch pedals, deep-dish design steering wheel with chrome horn ring, dual sun visors with retention clips, front arm rests, coat hooks, 2-position door checks, counterbalanced hood and rear deck lid and many, many more.

TWICE-A-YEAR MAINTENANCE: '66 Mustangs are designed to go 6,000 miles (or 6 months) between oil changes and minor chassis lubrications; 36,000 miles (or 3 years, whichever comes first) between major chassis lube. Other Mustang service savings: 36,000-mile (or 2-year) engine coolant-antifreeze, self-adjusting brakes; long-life Sta-Ful battery, shielded alternator, rust- and corrosion-resistant aluminized muffler; galvanized vital underbody parts. Mustang needs so little service it's just good sense to see that it gets the best—at your Ford Dealer's. His factory-trained mechanics and special tools add up to the greatest service combination you'll ever find for your Mustang!

NEW CAR WARRANTY: Throughout Mustang is *total-car* quality which makes possible this warranty; Ford Motor Company warrants to owners as follows: That for 24 months or for 24,000 miles (3 months or 4,000 miles on Cobra V-8 engine and related power train components), whichever comes first, free replacement, including related labor, will be made by Ford Dealers of any part with a defect in workmanship or material. Tires are not covered by the warranty; appropriate adjustments will be made by tire companies. Owners will remain responsible for normal maintenance services, routine replacement of parts, such as filters, spark plugs, ignition points, wiper blades, brake and clutch linings, and normal deterioration of soft trim and appearance items. The warranty referred to herein is applicable to products sold in the U.S.A. and in certain neighboring areas.

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's outstanding success story.



Since the day it was introduced, Mustang has written a success story unmatched in automotive history. Here's but a few of its triumphs: Tiffany Award for Excellence in American Design □ Bronze Medal (highest award) from Industrial Designers Institute □ Biggest first year sales in the history of the automotive industry—over 418,000 Mustangs sold.

Every 1966 Ford-built car was designed step by step to be a safer, more convenient, economical and enjoyable automobile. Such protective items as front and rear seat belts, padded instrument panel and sun visors, deep-dish steering wheel, Safety-Yoke door latches, turn signals, backup lights, emergency flasher, recessed controls, and many others are standard equipment in every Ford-built car* . . . designed into the car for greater safety.

Safety authorities agree: Safe driving means proper use of the automobile and its safety equipment, strict obedience to traffic laws at all times and—most importantly—development of the *alert, defensive* driving habits that are the motorists' best protection against unsafe conditions on the road.

*Falcon Club Wagons have certain equipment exceptions

America's Total Performance Cars

FORD

MUSTANG · FALCON · FAIRLANE · FORD · THUNDERBIRD

PRODUCTS OF

