

# 2008 Mustang Overview

## MUSTANG ADDS MORE STANDARD SAFETY FEATURES AND PERSONALIZED OPTIONS FOR 2008

- Standard Safety. Side air bags are now standard on all Mustang models.
- Cool New Features. Available interior ambient lighting and HID headlamps add a touch of upscale class.
- Bold Design. Three new colors and available 18-inch premium wheels on the V-6 coupe enhance Mustang's bold American style.
- Shelby Mustang Magic. The 2008 Ford Shelby GT convertible and 2008 Ford Shelby GT500KR – the most powerful production Ford Mustang ever produced – complete the modern Shelby Mustang lineup.
- More Choices. Warriors in Pink Package join Mustang's extensive lineup.

### [Product Highlights Downloadable PDF](#)

Ford Mustang charges into 2008 as the one and only pony car on the streets, and looks to stretch its segment leadership with new features for that personalized look and feel that Mustang enthusiasts love.

Mustang remains one of the greatest automotive sales success stories of all time. Nearly one out of every two sports cars sold in America is a Mustang, and Mustang remains one of the hottest-selling cars in America. It's also America's best-selling convertible.

The 2008 Mustang intends to hold on to that sales leadership with new available features that will add personal appeal, including High Intensity Discharge (HID) headlamps, 18-inch wheels on the V-6 coupe, and an interior ambient lighting system.

Three new colors enhance Mustang's bold, American style while safety improves with the addition of standard side air bags.

Two new Shelby Mustangs are available for 2008 – the 2008 Mustang Shelby GT and Shelby GT500KR. The 2008 Mustang Shelby GT offers consumers a new Vista Blue exterior color with silver stripe, and the choice of two body styles, coupe or convertible. Under the hood, the Shelby GT's 4.6-liter V-8 engine is modified with Ford Racing Performance Parts and generates 319 horsepower. Coil springs drop the overall ride height by an inch-and-a-half and stiffer dampers and a front swaybar further enhance cornering feel and body control.

To mark the 40th Anniversary of the original "King of the Road" Mustang, 2008 sees the return of the Shelby GT500KR. Hailed as the most powerful production Ford Mustang ever produced, the 2008 Shelby GT500KR features an estimated 540-horsepower 5.4-liter supercharged V-8 with a Ford Racing Power Upgrade Pack, 3.73:1 rear axle ratio, short-throw shifter, and unique suspension tuning. Available in spring 2008, the exterior design draws inspiration from the classic Shelby KR Mustangs and features unique carbon composite hood, Shelby-designed 18-inch wheels, and special 40th Anniversary badging and unique striping.

Also new for 2008 is a limited-edition Warriors in Pink Mustang – designed exclusively in support of Susan G. Komen for the Cure®. Produced in celebration of Susan G. Komen for the Cure's 25th Anniversary, the vehicle features unique pink exterior and interior design accents. Sales from the

Warriors in Pink edition will help raise funds for Susan G. Komen for the Cure. Highlights include:

- Pink ribbon and Pony fender badge.
- Pink 'Mustang' rocker tape stripe.
- Charcoal leather seats and Charcoal floor mats with Pink contrast stitching.
- Leather-wrapped aluminum spoke steering wheel with Pink contrast stitching.
- Unique Pony grille with chrome bezel and fog lamps.

Mustang comes in both coupe and convertible body styles, V-6 Deluxe, V-6 Premium, GT Deluxe and GT Premium. All Mustangs are built in Flat Rock, Mich., with final assembly of the Shelby GT and GT500KR taking place at the Shelby Automobiles facility in Las Vegas.

### **Design and Equipment**

Mustang epitomizes pure American muscle. The signature long hood and short rear deck capitalize on more than 40 years of Mustang heritage, as do classic design cues that have defined Mustangs since the 1960s: C-scoops in the sides, three-element taillamps, and a galloping horse badge in the center of the grille.

The Mustang's menacing shark-like nose imparts an attitude not seen since the 1967 model, while jeweled, round headlamps in trapezoidal housings are part of its modern architecture. The car's aggressive rake gives the design visual motion, while the short overhangs and up to 18-inch wheels and tires anchor the design visually and physically to the road.

Mustang continues to offer unique packages for 2008.

The Pony Package, available on the V-6 model, first launched in 2006. It features a GT-handling package that includes a larger front stabilizer bar, the addition of a rear stabilizer bar and

P235/55ZR17 tires on painted cast-aluminum wheels. Also included are bright, machined rims and unique tri-bar Pony center caps. Further touches include fog lights, Pony front fender badges, lower door tape stripe, carpeted front floor mats with special brushed chrome "Mustang" logos and a rear spoiler.

The Mustang GT California Special is available on GT Premium models and includes 18-inch wheels, side scoops, unique tape stripes, rolled bright exhaust tips, black leather trimmed seats with unique "Cal Special" contrasting Dove or Parchment leather inserts, a larger air intake, a chin spoiler (1.5 inches lower than GT), and unique front and rear fascias.

An appearance package is available for the Mustang GT featuring rolled exhaust tips, an engine cover with a Pony emblem and a hood scoop.

The California Special and GT appearance packages can be ordered separately or combined to give Mustang enthusiasts one of the most expressive Mustang GTs ever offered.

### **Customizable interior to fit any mood**

Inside, Mustang's industry-first MyColor™ color-configurable instrument panel offers the ultimate in personalization. Mustang owners can mix and match lighting at the touch of a button to create more than 125 color backgrounds to suit their personalities, moods, outfits or whims.

For 2008, Ford also lets Mustang owners color outside the lines with an available interior ambient lighting package. This unique feature offers the option of illuminating the front and rear footwells and front cupholders with any one of seven colors. The driver or front passenger can choose from red, orange, blue, indigo, violet, green and yellow.

Additional modern interior touches mix with Mustang history and heritage. Chrome-ringed air vents are aligned vertically across the dash, precisely in line with the gauges, and the steering wheel has

three spokes with a center hub marked by the horse and tricolor bars logo, echoing the design of the 1967 Mustang.

Numerous standard features include an auxiliary audio input jack, one-touch up-down power windows, power mirrors, keyless entry and power locks, a heated rear window, interval wipers, air conditioning, speed control and a CD player. Available interior options include SIRIUS® Satellite Radio, heated front seats, voice-activated navigation and a Shaker 1000 premium audio system.

### **Power and Performance**

Muscular engines infuse Mustang with tire-smoking performance. The 4.6-liter aluminum V-8 has three valve heads and cranks out 300 horsepower. That's more than 50 percent more power than the small-block, 289-cubic-inch V-8 found in the classic 1964.5 model.

The standard engine – a 60-degree, 4.0-liter, single-overhead-cam V-6 – produces 210 horsepower and 240 pound-feet of torque.

Both engines are paired with a standard 5-speed manual transmission or an available 5-speed automatic, which provides a unique combination of off-the-line jump and good highway fuel economy.

At the front suspension, MacPherson struts with reverse “L” lower control arms deliver comfort. The three-link rear suspension has a lightweight, tubular Panhard rod that provides precise control of the rear axle. This technology stabilizes the rear axle as the wheels move, particularly during hard cornering.

The standard four-wheel disc brakes have the biggest rotors and stiffest calipers ever fitted to a mainstream Mustang. Twin-piston aluminum calipers clamp down on 12.4-inch ventilated front brake discs on GT models. In the rear, the brake rotors are 11.8 inches in diameter.

A four-channel anti-lock brake system (ABS) with traction control is standard on GT models and available on V-6 models. It uses electronic sensors to constantly monitor road conditions and feed the information to a dedicated control computer that's capable of determining within milliseconds whether the vehicle is on dry pavement or negotiating a slippery surface. When traction control isn't desired, drivers can deactivate the system with a button on the instrument panel.

### **Safety and Security**

The 2008 Mustang adds standard side air bags to an already comprehensive safety package. Along with the addition of seat-mounted thorax side air bags, safety features also include dual-stage driver and front passenger air bags, safety belt pretensioners, seat weight sensing system for the passenger seat and crash severity sensing.

An optional active anti-theft package offers customers an added level of security. It includes a sensing module to guard against tow-away thefts, an interior motion sensor to detect smash-and-grab break-ins, a separate alarm sounder — in addition to the vehicle horn — to thwart thieves trying to disable the horn, and a high-capacity, 60-ampere-hour battery that sounds the alarm longer.

### **Major Features and Options**

V-6 Deluxe: Auxiliary audio input jack; One-touch up-down power windows; Power mirrors and door locks; Keyless entry; air conditioning; AM/FM audio system with single CD; Tilt steering wheel; Speed control; Rear window defroster; Stainless steel exhaust; 16-inch wheels; Four-wheel power disc brakes; Cloth bucket seats with 50/50 split-fold rear on coupe models; Seat-mounted side air bags; LATCH; Personal Safety System®; SecuriLock®; and Tire Pressure Monitoring System.

V-6 Premium adds: 16-inch, painted bright machined-aluminum wheels with chrome spinner; Shaker 500 audio system with six-disc CD changer and MP3 capability; Six-way power-adjustable

driver seat.

GT Deluxe adds: 4.6-liter, 3-valve, V-8 engine; ABS with traction control; Stainless steel dual exhaust; Front fog lamps in grille; Complex reflector halogen headlamps with integral turn signals; Rear spoiler; Performance tires with 17-inch, painted cast-aluminum wheels; and AM/FM audio system with single CD.

GT Premium adds: Shaker 500 audio system with six-disc CD player; and Aberdeen leather-trimmed, Embossed sport bucket seats.

Options include: Ambient interior lighting; GT California Special Package; GT Appearance Package; Comfort Group; Shaker 1000 premium audio system; SIRIUS® Satellite Radio; Touch-screen navigation system; V-6 Pony Package; Interior Upgrade Package with satin-aluminum trim or dark aluminum trim and MyColor custom instrument panel; Sport Interior Appearance Package; Premier Trim with Color Accent Package, Sport Exterior Appearance Package; Five-speed automatic transmission; Two styles of 18-inch, cast-aluminum wheels; Active anti-theft system.

### **Milestones**

- 1964 Mustang introduced April 17 at World's Fair in New York
- 1964 250,000th Mustang sold
- 1965 Mustang becomes the most successful new car by selling 418,812 units in its first model year
- 1966 One millionth Mustang rolls off the line at Dearborn Assembly plant in Michigan
- 1967 Mustang 390 GT wins Cars magazine's "Top Performance Car of the Year"
- 1974 Mustang II wins Motor Trend's "Car of the Year" award
- 1983 The California Highway Patrol purchases 400 Mustangs to help troopers keep pace with high-speed pursuits
- 1983 Mustang SVO introduced as 1984 model
- 1993 First-generation SVT Mustang Cobra introduced with a 5.0-liter V-8 producing 235 horsepower
- 1995 SVT Mustang Cobra R model produces 300 horsepower from its 5.8-liter V-8
- 2003 With a 4.6-liter supercharged V-8, SVT Mustang Cobra offers 390 horsepower
- 2004 Mustang celebrates its 40th anniversary with a special edition and a concept car at the North American International Auto Show
- 2005 All-new platform and clean-sheet design make Mustang faster, safer, more agile and better-looking than ever
- 2006 The modern Shelby Mustang lineup is born with the debut of the 2007 Shelby GT500 coupe and convertible
- 2006 Ford, Carroll Shelby, and Ford Racing joined forces to create a retail version of the Shelby GT-H Hertz rental car called the Shelby GT for the 2007 model year
- 2007 Ford Mustang receives top honors as Best Midsize Sporty Car in 2007 J.D. Power and Associates Initial Quality Study (IQS)
- 2007 Celebrating the fortieth anniversary of the original Shelby Cobra GT500KR, Ford and Shelby collaborate on and debut a new 'King of the Road' Mustang with the 2008 Shelby GT500KR