



FORD MEDIA CENTER

## Personalized Pony: Using Facebook, Mustang Fans Can Create Their Own Badges, T-Shirts, Billboards

Since its introduction more than 50 years ago, Ford Mustang has given enthusiasts the opportunity to personalize their ride in ways no other vehicle could offer. Whether it's the mighty Boss 302 or the 1968 Pony edition, powerful V8s and racing stripes, trick shifters, custom wheels and more – personalization has always been big for Mustang fans.

Now, in celebration of the 2018 model – which offers more personalization than ever before – fans can create and share Mustang art through the Personalize Your Pony experience on Facebook. The experience allows fans to create personalized pony art right on their Facebook pages, then use their designs to order prints, clothing and even a limited-edition grille badge for their late-model Mustang.

From March until June, some designs could even appear on billboards in major cities across the U.S. Facebook users can find the experience by typing “Ford Mustang” in the Facebook search bar, or go to [www.Facebook.com/FordMustang](http://www.Facebook.com/FordMustang).

“Driving a Mustang has always been about standing apart from the rest,” said Corey Holter, Ford car group marketing manager. “This is a chance for Mustang fans everywhere to make their very own personalized pony and share it where potentially millions can see it.”

Fans can create their designs using style packs and colors, with editing capabilities to further change color, density and blending available. Style packs include Mustang variants from Shelby, Roush, Bullitt\* and RTR Vehicles. Each pack provides a set of color themes representative of its brand.

Mustang enthusiasts and performance icons Ken Block and Vaughn Gittin Jr., and YouTube star David “ThatDudeinBlue” Patterson are joining in to create their own pony designs.

The personalization doesn't just live online. Mustang pony designs will be printable on a variety of items including clothing, mugs, phone cases and decals. A limited edition of 1,000 custom grille badges will be available for 2015 and newer Mustangs.\*\*

The redesigned 2018 Ford Mustang offers more ways for customers to personalize their car than ever. Elevating the driving senses – sight, sound and feel – Mustang can change attitudes and colors with a simple flick of a switch. An all-new, all-digital 12-inch LCD instrument cluster with MyColor can change colors and gauge layouts based on what a customer likes to see, as well as modify and save a driver's favorite vehicle settings through MyMode.

Mustang adds a new drag strip mode for 2018, which can help customers achieve their best quarter-mile times and elevates the drive experience. A class-exclusive quad-tip fully variable active valve performance exhaust system that changes the exhaust note based on selected drive mode can be personalized, including with a clock-configurable [quiet start](#) feature that allows customers to set times when the car will start up in quiet mode.

*\*Bullitt and all related characters and elements<sup>©</sup> & TM Warner Bros. Entertainment Inc. (s18)  
\*\*Custom grille badges are a limited time offer only. Customer is responsible for safe installation, which may void certain manufacturer warranties. Exhaust system claim based on high-power sports car comparisons based on Ford segmentation.*

## About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 202,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).