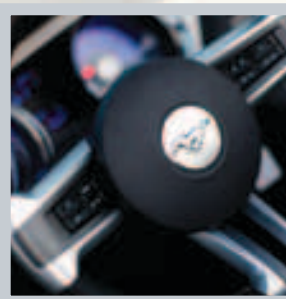
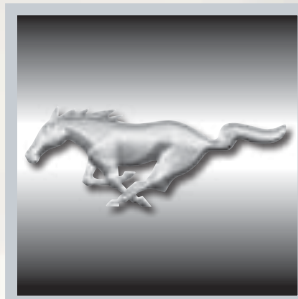




Introducing the 2011 Mustang



Taking
“FAST” to a
Whole New Level

Introducing the 2011 Mustang

America's favorite
MUSCLE CAR is
BETTER
than ever!

In 2010, Mustang got updated looks inside and out. With exterior design cues like the sculpted power dome hood, new front fascia and distinctive lower air intake opening, this iconic sports car looks fast, even when standing still. For 2011, Mustang packs an even greater performance punch and takes "fast" to a whole new level.

Updates and Enhancements Across the Board

With engine and transmission improvements, the 2011 Mustang delivers an outstanding balance of power and efficiency. Customers will also appreciate design updates, chassis improvements and an array of technology features that enhance comfort and convenience. Here's an overall look at what's new on V6 and GT for 2011:

Performance and Handling

- 6-speed manual and 6-speed automatic transmissions
- Die-cast aluminum deep sump oil pan for 10,000-mile oil-change intervals
- Electric Power-Assisted Steering (EPAS)
- Larger brakes
- Changed rear lower control arm to improve stiffness, better powertrain, NVH (Noise, Vibration and Harshness) and handling
- Revised rear stabilizer bar bushing to help improve on-center steering feel and response
- Revised front strut and rear shock absorber tuning
- Revised front and rear spring rates
- Revised front and rear stabilizer diameters



Exterior Updates

- Improved aerodynamics including an additional trunk-lid seal
- Blind spot exterior mirrors
- New Colors
 - Yellow Blaze Tri-coat (replaces Sunset Gold) — late availability
 - Race Red (replaces Torch Red)
 - Ingot Silver (replaces Brilliant Silver)



Interior Enhancements

- Revised gauge cluster
 - Tachometer increased from 7000 to 8000 rpm
- Message Center standard
- MyKey™
- Illuminated visors standard
- HD Radio
- Fold-down rear head restraints

NVH ENHANCEMENTS

Your Mustang customers are sure to appreciate enhanced NVH (Noise, Vibration and Harshness) performance for 2011. They'll hear great sports-car engine and exhaust sounds with less road and wind noise.

- A new engine-side dash sound absorber
- Additional density to the passenger-side dash sound absorber
- Additional sealing between the doors and the lower rockers
- A rear-wheel arch liner to reduce road noise on gravel roads and in the rain
- Mustang Convertible enhancements
 - Lateral stiffness improved by a projected 12 percent
 - Strut tower brace standard on all convertibles
 - Stiffened V-brace by adding gussets
 - Stiffening of the #2 crossmember
 - Added front Z-brace connecting the #1 and #2 crossmembers
 - A-pillar stiffening foam

The Fuel Economy Story

Mustang customers will appreciate new features that will help achieve more power and better fuel efficiency. For example, V6 models equipped with the 6-speed automatic are projected to deliver class-leading V6 fuel economy with 19 city/30 highway mpg.⁽¹⁾ This is an increase of 3 city and 6 highway mpg!



Here's a quick look at how the 2011 Mustang V6 stacks up against the competition.

| Vehicle | Engine | Horsepower @ rpm | Torque lb.-ft. @ rpm | Fuel Economy City/Hwy. |
|--|-----------------|------------------|----------------------|------------------------|
| 2011 Mustang V6 (6-speed manual) | 3.7L DOHC V6 | 305 @ 6500 | 280 @ 4250 | 18/29 |
| 2011 Mustang V6 (6-speed automatic) | 3.7L DOHC V6 | 305 @ 6500 | 280 @ 4250 | 19/30 |
| 2010 Camaro V6 (6-speed manual) | 3.6L DOHC DI V6 | 304 @ 6400 | 273 @ 5200 | 17/29 |
| 2010 Camaro V6 (6-speed automatic) | 3.6L DOHC DI V6 | 304 @ 6400 | 273 @ 5200 | 18/29 |
| 2010 Challenger V6 (5-speed automatic) | 3.5L SOHC V6 | 250 @ 6400 | 250 @ 3800 | 17/25 |

Your customers will also appreciate year-over-year Mustang V6 performance improvements.

| Vehicle | Engine | Horsepower @ rpm | Torque lb.-ft. @ rpm | Fuel Economy City/Hwy. |
|-------------------------------------|--------------|------------------|----------------------|------------------------|
| 2010 Mustang V6 (5-speed manual) | 4.0L SOHC V6 | 210 @ 5300 | 240 @ 3500 | 18/26 |
| 2011 Mustang V6 (6-speed manual) | 3.7L DOHC V6 | 305 @ 6500 | 280 @ 4250 | 18/29 |
| 2010 Mustang V6 (5-speed automatic) | 4.0L SOHC V6 | 210 @ 5300 | 240 @ 3500 | 16/24 |
| 2011 Mustang V6 (6-speed automatic) | 3.7L DOHC V6 | 305 @ 6500 | 280 @ 4250 | 19/30 |

(1) 19 city/30 hwy./22 combined mpg. Available 6-speed automotive transmission. Ford preliminary test data. Pending EPA certification. Class is V6 and V8 sports cars vs. 2010 competitors.



The 5.0 RETURNS!

The 5.0L V8 Mustang was first introduced in 1978 and quickly became an enthusiast favorite. Appreciated for its power and signature growl, the “five-o” is truly an American classic. A big story for 2011 is the return of the 5.0! In keeping with its rich Mustang heritage, this version is the best yet.

In fact, there are a host of enhancements on the 2011 Mustang GT, such as:

- Standard 6-speed manual transmission or optional 6-speed automatic
- Die-cast aluminum deep sump oil pan for 10,000-mile oil-change intervals (8-quart capacity including filter)
- Unsurpassed fuel economy⁽¹⁾
 - Automatic transmission: Projected 17 city/25 hwy.
 - Manual transmission: Projected 16 city/24 hwy.
- 5.0L badge replaces GT on the front fenders
- New 5.0L engine with an aluminum block and heads that contribute to low vehicle weight
- Twin independent Variable Cam Timing (Ti-VCT)
- Tuned to keep Mustang GT's traditional deep, authoritative growl



- Class-exclusive⁽²⁾ use of Electric Power-Assisted Steering (EPAS) eliminates the moans, groans and whines of hydraulic systems



THE HEART OF THE V8

Performance-minded customers will appreciate a more-detailed look at a few characteristics and features that give the 5.0 its winning combination of power and efficiency.

- Ti-VCT is a double-overhead-camshaft configuration that employs two camshafts per cylinder bank – one camshaft to operate the intake valves and one camshaft to operate the exhaust valves. Ti-VCT rotates the camshafts to advance or retard the cam timing, based on several measures including throttle opening
- During the development phase, camshaft lift profile and port optimization started with higher-lift Ford Racing aftermarket units, modified for compatibility with various four-valve-per-cylinder heads
- Extensive computer-aided engineering (CAE) and dynamometer testing was performed to fine-tune camshaft events and port flow for performance and fuel efficiency in conjunction with the variable camshaft timing
- The all-new aluminum four-valve-per-cylinder heads feature a compact roller finger follower valvetrain layout, leaving more room for high-flow ports for free-breathing performance
- The head structure was designed to support higher cylinder head pressures and cross-flow cooling for sustained high-rpm use. The aluminum block was developed for optimized windage and oil drainback under lateral conditions and high rpm, such as a track-day outing for an enthusiastic owner and driver
- Piston-cooling jets also were incorporated for performance-minded customers and for faster oil warm-up on cold start
- Specially designed tubular exhaust headers were developed to maximize exhaust pulse separation and improve flow

(1) Ford preliminary data. Pending EPA certification.

(2) Class is V6 and V8 sports cars vs. 2010 competitors.



V6 Enhancements

In addition to the full list of updates, Mustang V6 models include the following enhancements:

Performance and Handling

- 3.7L DOHC Ti-VCT V6 engine delivering 305 horsepower and 280 lb.-ft. of torque. Includes:
 - Twin independent Variable Cam Timing (Ti-VCT)
 - Aggressive Deceleration Fuel Shut-off (ADFSO)
- Projected best-in-class⁽¹⁾ 30 mpg highway
- Performance-tuned cold-air induction
- Improved intake manifold and cylinder head port flow for a balance of performance and fuel efficiency
- Increased separated length tuned exhaust for low-end torque enhancement
- Dual exhaust with reduced back pressure and an impressive sound
- Limited-slip differential standard
- Optional 3.31 axle (2.73 standard)

Exterior Updates

- Improved aerodynamics:
 - Tire spats on rear wheels
 - Modified underbody shields
 - Taller air dam
- Revised rear fascia to accommodate new dual exhaust
- Tire Mobility Kit standard
- **Mustang Club of America Edition**
 - Dark Stainless painted billet grille with tri-bar Pony badge
 - Front lower fascia-mounted fog lamps
 - Unique side tape stripe
 - 18" x 8" Dark Stainless painted aluminum wheels
 - P235/50WRx18 all-season tires
 - Premium carpeted front floor mats with embroidered Pony logo
 - Automatic headlamps
 - Rear decklid spoiler

GT Enhancements

Adding to the full list of “new for 2011” features, GT customers are in for a treat with enhancements, including a choice of two great new packages:

- Skip-shift feature on manual transmission
- New front fascia for improved aerodynamics
- New cluster graphics
 - Speedometer increased from 120 to 160 mph

New Packages

- **Brembo® Brake Package**
 - Front 14" Brembo vented rotors with Brembo 4-piston calipers
 - Rear 11.8" vented rotors with 2-piston calipers
 - Unique AdvanceTrac® Electronic Stability Control tuning
 - 19" x 9" Dark Stainless painted aluminum wheels
 - P255/40R19 summer compound tires
 - Tire mobility kit replaces spare tire
- **California Special Package**
 - Chrome billet grille with body-color surround and tri-bar Pony badge
 - Unique lower fascia with V6 fog lamps
 - 19" x 8.5" argent painted machined aluminum wheels
 - P245/45R19 tires
 - Decklid badge with name in faux gas cap medallion
 - Unique instrument panel appliqué finish panel
 - Door panel “carbon” inserts
 - Unique front and rear leather seats with “carbon” inserts and contract stitching
 - Premium carpeted front floor mats with embroidered logo
 - SVT rear lower fascia insert
 - Rear decklid pedestal spoiler
 - Decklid tape appliqué
 - Side scoops

SHELBY GT500

The GT500 has iconic sports-car looks and the goods to back it up. This is one hot ride.

- 5.4L SC V8 (aluminum block) – removed 100 pounds from front-end weight
 - 550 horsepower (up from 540 in 2010)
 - 510 lb.-ft. of torque
- Electric Power-Assisted Steering (EPAS)
- Slotted brake dust shields to improve brake cooling
- 19" forged aluminum wheels standard on Convertible
- Standard HID headlamps
- Glass roof
- Available HD Radio
- Blind spot exterior mirrors
- MyKey™
- Fold-down rear head restraints
- Performance Package
 - 3.73:1 axle
 - Unique wheels— 19" x 9.5" front / 20" x 9.5" rear
 - R-compound tires
 - Retuned front and rear springs and larger stabilizer bars
 - Retuned rear shocks
 - Decklid spoiler with unique Gurney flap
 - Unique shift knob
 - Unique stripes



(1) Class is V6 sports cars vs. 2010 competitors.

Get ready for the return of the 5.0 ... *a true American classic!*



CLASS-EXCLUSIVE ⁽¹⁾ FEATURES

- Available glass roof
- Standard Electric Power-Assisted Steering (EPAS)
- Standard Easy Fuel™ capless fuel filler
- Standard MyKey™
- Standard power sideview mirrors with integrated spotter mirrors
- Available SYNC®
- Available ambient lighting
- Available MyColor®
- Available SIRIUS Travel Link™
- Available HD Radio
- Available steering-wheel-mounted navigation and phone controls

(1) Class is V6 and V8 sports cars vs. 2010 competitors.

V E R S U S

Customers will enjoy more power and improved fuel economy! Here's a quick look at how the 2011 Mustang V8 stacks up against the competition.

| Vehicle | Engine | Horsepower @ rpm | Torque lb.-ft. @ rpm | Fuel Economy City/Hwy. |
|--|--------------|------------------|----------------------|------------------------|
| 2011 Mustang V8 (6-speed manual) ⁽¹⁾ | 5.0L DOHC V8 | 412 @ 6500 | 390 @ 4250 | 16/25 |
| 2011 Mustang V8 (6-speed automatic) ⁽¹⁾ | 5.0L DOHC V8 | 412 @ 6500 | 390 @ 4250 | 17/25 |
| 2010 Camaro V8 (6-speed manual) | 6.2L OHV V8 | 426 @ 5900 | 420 @ 4600 | 16/24 |
| 2010 Camaro V8 (6-speed automatic) | 6.2L OHV V8 | 426 @ 5900 | 420 @ 4600 | 16/25 |
| 2010 Challenger V8 (6-speed manual) | 5.7L OHV V8 | 376 @ 5150 | 410 @ 4300 | 15/24 |
| 2010 Challenger V8 (5-speed automatic) | 5.7L OHV V8 | 372 @ 5200 | 400 @ 4400 | 16/25 |

Your customers will also appreciate year-over-year Mustang V8 performance improvements.

| Vehicle | Engine | Horsepower @ rpm | Torque lb.-ft. @ rpm | Fuel Economy City/Hwy. |
|--|--------------|------------------|----------------------|------------------------|
| 2010 Mustang V8 (5-speed manual) | 4.6L SOHC V8 | 315 @ 3500 | 325 @ 4250 | 16/25 |
| 2011 Mustang V8 (6-speed manual) ⁽¹⁾ | 5.0L DOHC V8 | 412 @ 6500 | 390 @ 4250 | 16/24 |
| 2010 Mustang V8 (5-speed automatic) | 4.6L SOHC V8 | 315 @ 3500 | 325 @ 4250 | 17/23 |
| 2011 Mustang V8 (6-speed automatic) ⁽¹⁾ | 5.0L DOHC V8 | 412 @ 6500 | 390 @ 4250 | 17/25 |

(1) Projected fuel economy. Ford preliminary data. Pending EPA certification.

Additional Resources

For more information on the 2011 Mustang, visit the **eSourceBook** at esourcebook.dealerconnection.com or visit fordvehicles.com.



Retailer Education & Training

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