

# WHATZUMMUSTANG



Somebody finally built a better Mustang

Mustang SportsRoof...  
one of 5 all-new Mustangs.



## Mustang Mach I... new power play.



Now there are five new Mustangs for '69. There's a totally new Mustang SportsRoof (previous page), complete with sporty rear deck spoiler, ventless side glass, new grille and quad headlamps. A wild new Mustang Mach I (above). A new luxury Mustang—Grandd Hardtop. A new Mustang Convertible for top-down fun. And a new Mustang Hardtop—the original, the one that launched a new generation of fun. Sportier, more Mustang than ever.

Drive the igniting, power-primed Mach I. You can choose from five hot V-8's—from two new 351's (2-barrel or 4-barrel carb), to the virile 428 4V Cobra Jet Ram-Air with functional "shaker" hood air scoop (simulated scoop with others). Functional "shaker" scoop is optional in place of simulated scoop with 351 or 390 CID V-8's. Mach I also has GT-type equipment like dual exhausts with the four larger engines. Wide-oval belted white sidewalls on chrome styled steel wheels. Competition shocks, springs and stabilizer bar. Foam-padded, vinyl-trimmed high back buckets. Racing mirrors, left and right. Rim-Blow Steering Wheel.

Clock. Console. Unique teak-toned highlights on the dash, door panels and console. Bright floor pedal pads. Low-gloss paint on the hood and cowl, and pin-type hood lock latches. On-the-move reflective stripes outside. Standard transmission with either 351-cuber is the fully synchronized 3-speed manual. The 4-speed manual, or SelectShift, is available with all engines. Add a tach. Comes with the 4-speed when you order the 390 or either of the 428 engines. Or you can get it separately with any engine and any transmission. Get a Mach I. Move out in your own power play.

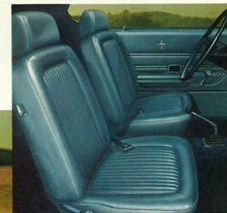


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Mustang Hardtop. Now longer. Lower. Wider. Roomier. Hotter. Cooler. And more young-spirited than ever. It's a new package, with all the goodies you buy a Mustang for: foam-padded bucket seats with soft vinyl trim, sporty steering wheel, fully synchronized 3-speed transmission with floor-mounted shift, color-keyed carpeting throughout—plus quick, precise han-

dling that lets you wheel into parking spots effortlessly. You take it from there. Add a set of wire-style wheel covers and wide-oval tires like those shown below. Take your pick of seven bigger engines, including a brand-new 4.1 Litre six-cylinder engine and spirited V-8's up to the 428 4V Cobra Jet Ram-Air. Team any engine with SelectShift. It's the automatic

that you can shift manually through the gears. Inside, there's more convenience. Get the Tilt-Away steering wheel for greater convenience when getting in or out of the car, and a more restful wheel position for driving. There are dozens of other items which are well worth their modest price, to tailor your Mustang to your mood. Ecstasy.



Mustang Hardtop...  
the original.  
The one that started it all. Now  
totally new, more fun than ever.





Sheer luxury. All planned to reflect your lavish mood. As you can see from its very handsome styling and attractive appointments, such as wire-style wheel covers, dual racing-style mirrors and neat two-tone narrow tape stripes, Grandé says here is the elegant Mustang. The standard 200-cubic-inch, 7-main-bearing Six is a lean-muscled, smooth performer. For greater

punch, choose the larger, brand-new, 4.1 Litre six-cylinder engine. Provides added go with traditional Six economy. More power? Pick the spirited 302-cubic-inch V-8. Or one of five other V-8's all the way up to 335 hp. Go with the standard 3-speed manual shift, or specify the two-way transmission: SelectShift. It'll do the shifting automatically, or you can go

through the gears manually. You can downshift to low or second gear for manual control on hills, or for the fun of going through the gears. Comes with a sporty floor-mounted T-bar shift lever. Add a vinyl roof that looks like real leather—in either black or white. Nice touches outside. Now see what's in store for you inside—just turn the page.



The inviting Mustang Grandé interior—extraordinarily plush and comfortable. Bucket seats you nestle in are trimmed in fashion-right vinyl and hopsack cloth. Door panels have built-in courtesy lights, and are tastefully trimmed in vinyl, accented with unique teak-tone appliques for added luxury.



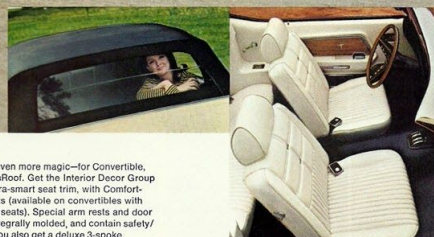
Before you, there's a sporty Rim-Blow Steering Wheel and an instrument panel with woodtone highlights. An electric clock is included. So are bright floor pedal pads. And on the road, you enjoy a remarkably smooth, quiet ride. Special Grandé insulation throughout helps soak up vibrations.

You can add other items to make your Grandé the one-of-a-kind Mustang you want it to be. Like the console which is trimmed in teak-tone accents. And SelectShift Cruise-O-Matic Drive. SelectAir Conditioning, so you can play it cool and dial your own weather. An AM/FM Stereo Radio that sounds like you're in the orchestra pit. Or a

Stereo-Sonic Tape/AM Radio system so you can play your favorite cartridge tape recordings wherever you travel. And Fingerprint Speed Control that lets you cruise along the turnpike or highway at a preselected speed with your foot off the accelerator. There are many more. Go as luxuriously as you wish in Mustang Grandé.



Mustang Convertible...  
if you haven't got a past yet,  
get a Mustang. Now.



Get a Mustang Convertible and have something to tell your grandchildren. Mustang makes it happen. Mustang's 5-ply vinyl top flips down easily by hand. Or, get the automatic power top and do the whole job with a fingertip. A clear vinyl backlite is standard. For those who prefer it, there's a glass backlite available. It folds across the center on a silicone rubber hinge (see the picture at right) when you put the top down. Cleans as easily as the windshield, too. More magic: hidden fasteners

hold the boot securely when the top's down. Looks neat and sleek. Besides, there are all those things that only Mustang offers—like a feel for the road that means more fun in getting to where you're going. A floor-mounted shift lever on all transmissions, and a choice of eight engines. Bucket seats, that are individually adjustable, for comfort and a sports car feel. And an instrument cluster that really lets you know what's happening.

You can choose even more magic—for Convertible, Hardtop or SportsRoof. Get the Interior Decor Group (shown right). Ultra-smart seat trim, with Comfort-weave vinyl inserts (available on convertibles with high back bucket seats). Special arm rests and door trim panels are integrally molded, and contain safety/courtesy lights. You also get a deluxe 3-spoke woodlike Rim-Blow Steering Wheel, and a remote-control outside left-hand mirror that can be adjusted from the inside. Very tasteful and very Mustang.



## Standard Equipment

Even up tight, Mustang's the going thing. It figures: all these "better idea" features are built into the 1969 Mustang.

**Mustang Hardtop:** Power Team: 200-cu. in., 115-hp Six, and Synchro-Smooth Drive fully synchronized 3-speed manual transmission □ Floor-mounted shift lever (with all transmissions) □ Individually adjustable deep-foam bucket seats □ 100% nylon loop-pile carpeting □ Courtesy lighting □ Cigarette lighter □ Reversible keys, "keyless" locking □ Dual sun visors □ Coat hooks □ Inside and outside left-hand rearview mirrors □ Suspended pedals □ Heater-defroster □ All-vinyl interior

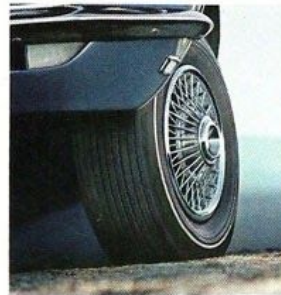
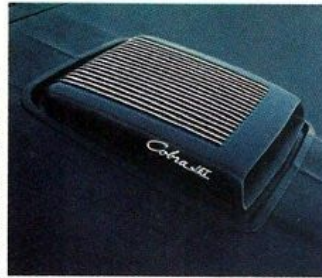
with sponge-textured vinyl headlining □ Super Diamond Lustre Enamel exterior □ Ventless curved side glass □ Anodized aluminum scuff plates □ Center-fill fueling □ Four headlamps (paired horizontally) □ Special profile tires □ Autolite Sta-Ful Battery □ Twice-a-Year Maintenance □ The standard Ford Motor Company Lifeguard Design Safety Features.

**Mustang Convertible:** In addition to the features listed above for Hardtop, the Mustang Convertible includes: 5-ply vinyl top (manually operated) with clear vinyl backlite □ Color-keyed boot □ Easy-Action top fastening latches.

**Mustang SportsRoof:** In addition to the features listed above for Hardtop, the Mustang SportsRoof includes: Rear deck spoiler □ Swing-out rear quarter windows □ Tinted glass rear window.

## Better Idea Options to make your own personalized Mustang

**Engines.** Choose go from seven optional engines, including a meatier 4.1 Litre six-cylinder engine, six V-8's. From a peppy 115 hp, to the master—the 4V 335-hp Cobra Jet Ram-Air. Functional "shaker" hood scoop (shown) comes with 4V 335-hp Cobra Jet V-8, also optional on Mach I and GT equipped models with 351 and 390 CID V-8's.



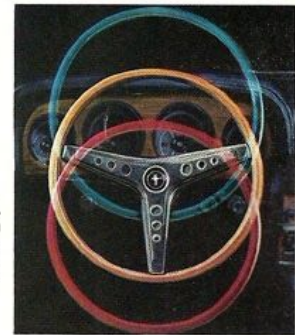
**Tires.** Included are Fiberglass Belted F70-14's with extra-narrow whitewalls; white sidewall 7.35 or E78-14's. Also available: wide-tread radial ply FR70-14's with narrow white sidewalls.

**Wheel Covers.** Extra razzle-dazzle with full wheel covers in either 5-spoke design or wire style.



**Console.** Added convenience and good looks. Built-in compartment and ash tray. Safety padded. Shown with 4-speed manual.

**Tilt-Away Steering Wheel.** Convenience. Comfort. Make a clean exit or entry. Wheel and column swing up and over out of the way. Adjusts to nine positions for your driving comfort.



**Transmissions.** SelectShift Cruise-O-Matic: it's an automatic, or it's a manual (without a clutch) at your command. You can play it shifty for high performance, mountain driving, or when pulling a trailer—or for the fun of going through the gears. A 4-speed, close or wide ratio manual transmission also available.

**Electric Clock.** Functional. Attractive. Sweep second hand and time-set knob.



## GT Equipment Group

Get a Mustang GT. Hardtop, Convertible or SportsRoof. Pick your power from a choice of five moving V-8's: either of the 351's, the 390, or go all-out and get one of the 428's. You'll get throaty dual exhausts and quad outlets with the four larger engines. Out of sight.

Very roadable under way. It figures. In each corner, adhesion. And quick steering response. The answer: wide-oval belted tires on real competition-type styled steel wheels. Heftier shocks, springs and stabilizer bar. Other GT knickknacks: pop-open gas cap, pin-type hood lock latches, stripes and functional "shaker" hood air scoop with the 4V 428 Cobra Jet Ram-Air (simulated scoop with other engines). Or you can order the functional scoop as an option with 351 and 390 CID V-8's. Mustang GT. Like it was built for Parnelli. One of the Jones boys.



**Mustang Mach I:** In addition to the features listed for Hardtop, the Mustang Mach I includes: 351-cu. in. 2V V-8 and other GT Equipment Group mechanical components (listed on page 14), competition suspension (with 428 CID only), E70 wide-oval WSW belted tires with 351 CID, black low gloss paint on hood and cowl, special sound insulation package, high-backed bucket seats with knitted vinyl, color-keyed dual racing-type mirrors, molded door trim panels with integral arm rests and safety/courtesy lights, woodlike Rim-Blow Steering Wheel, reflective dual tape stripe on rear of spoiler and quarter panel extension, reflective two-tone body side tape stripe, teak-toned instrument panel and cluster appliques, floor console, electric clock, swing-out quarter windows, tinted glass rear window, rocker panel molding.

**Mustang Grandé:** In addition to the features listed above for Hardtop, the Mustang Grandé includes: Special sound insulation package, special soft-ride suspension, luxury cloth and vinyl seat trim, molded door panels with integral arm rests and safety/courtesy lights, woodtone 3-spoke Rim-Blow Steering Wheel, teak-toned instrument panel and cluster appliques, padded interior quarter trim panels with arm rests, electric clock, bright floor pedal trim, "Grandé" script rear pillar identification, two-tone narrow tape stripe, wire-style wheel covers, wheel opening moldings, bright rear deck molding, rocker panel molding, color-keyed dual racing-style outside rearview mirrors.

**MUSTANG** 

#### ADDITIONAL BETTER IDEA OPTIONS

**Interior Decor Group (includes:** deluxe seat trim with Comfortweave "breathable" vinyl inserts (except convertibles); safety-courtesy door lights; molded door trim panels with integral arm rests; deluxe 3-spoke wood-toned Rim-Blow Steering Wheel; remote-control left-hand outside mirror) □ **Deluxe Interior Decor Group** (includes all Interior Decor Group plus teak-toned instrument panel and cluster appliques and electric clock. For Convertible and SportsRoof models only) □ **Exterior Decor Group** (includes bright wheel opening moldings; rear deck moldings on Hardtop and Convertible; full wheel covers; rocker panel molding.) □ **Visibility Group** (includes remote-control outside left-hand mirror; light and lock for glove box; ash tray light, luggage compartment light; under dash light in Hardtop; parking brake warning light; lighted ignition switch) □ **Floating-Caliper Power Front Disc Brakes** □ **Power Steering** □ **Power Convertible Top** □ **AM Radio** □ **AM/FM Stereo Radio** □ **Stereo-Sonic Tape/AM Radio System** □ **Rear Seat Speaker** (Hardtop, with AM Radio only) □ **Select-Aire Conditioner** □ **Two-Tone Hood** □ **Console** (standard in Mach I) □ **Power Ventilation** □ **Styled Steel Wheels** (standard in Mach I and with GT Equipment Group) □ **White Sidewall Tires** □ **Vinyl Roof** on Hardtop in black or parchment □ **Full-Width Front Seat** □ **Comfortweave Breathable Vinyl Seat Upholstery** □ **High-Backed Bucket Seats** (standard in Mach I) □ **Remote-Control Left-Hand Outside Mirror** □ **Deluxe Seat Belts and Shoulder Belts** (except convertible) □ **Convertible Glass Backlite** □ **Fingertip Speed Control** (with V-8 & SelectShift) □ **Tachometer** (with V-8's) □ **Folding Rear Seat** for SportsRoof and Mach I □ **Front Bumper Guards** □ **Competition Suspension** □ **Handling Suspension** □ **Heavy-Duty Battery** □ **Tinted Glass** □ **Limited-Slip Differential** □ **Traction-Lok Differential** □ **Intermittent Windshield Wipers** □ **Performance Rear Axle Ratio** □ **Extra Cooling Package** □ **Racing Mirrors** □ **Rocker Molding** □ **Trailer Towing:** Ask your Ford Dealer for a copy of the brochure which recommends and specifies the optional equipment you'll need to equip your Mustang for trailer towing.

## Specifications

**Color and Upholstery:** 16 brilliant Super Diamond Lustre Enamel exterior finishes, and 5 standard vinyl interior trims, 6 optional vinyl trims, 4 cloth and vinyl trims in Grandé, and 3 knitted vinyl trims in Mach I. Ask your Ford Dealer to show you his color and upholstery book and choose your favorite color combinations.

#### Engines:

**200-cu. in. Six**—115 hp; 3.68" bore x 3.13" stroke; 8.8 to 1 comp. ratio; 7 main bearings; reg. fuel; single-barrel carb.

**250-cu. in., 4.1 Litre Six**—155 hp; 3.68" bore x 3.91" stroke; 9.0 to 1 comp. ratio; 7 main bearings; reg. fuel; single-barrel carb.

**302-cu. in. V-8**—220 hp; 4.00" bore x 3.00" stroke; 9.5 to 1 comp. ratio; reg. fuel; 2-barrel carb.

**351-cu. in. V-8**—250 hp; 4.00" bore x 3.50" stroke; 9.5 to 1 comp. ratio; reg. fuel; 2-barrel carb.

**351-cu. in. V-8**—290 hp; 4.00" bore x 3.50" stroke; 10.7 to 1 comp. ratio; prem. fuel; 4-barrel carb.

**390-cu. in. V-8**—320 hp; 4.05" bore x 3.78" stroke; 10.5 to 1 comp. ratio; prem. fuel; 4-barrel carb.

**428-cu. in. V-8**—335 hp; 4.13" bore x 3.98" stroke; 10.6 to 1 comp. ratio; prem. fuel; 4-barrel carb.

**428-cu. in. Cobra Jet Ram-Air V-8**—335 hp; 4.13" bore x 3.98" stroke; 10.6 to 1 comp. ratio; prem. fuel; 4-barrel carb.

**Engine Features:** 6000-mile (or 6-month) maintenance schedule with full-flow disposable-type oil filter; dry element air cleaner; auto. choke; self-adjusting valves with hydraulic lifters; 12-volt electrical system; 42-amp. alternator; 45 amp-hr battery with 200 through 390 CID engines; 55-amp. alternator and 80 amp-hr battery with 428's.

#### Transmissions:

**3-Speed Manual:** Fully synchronized 3-speed manual transmission.

**4-Speed Manual:** Sports-type close- or wide-ratio fully synchronized transmission with short throw.

**SelectShift Cruise-O-Matic Drive:** 3-speed fully automatic transmission which may be used manually to maintain first or second gear for engine braking or for better control on hills, or when hauling a trailer.

#### Mustang Power Teams

Engines	Transmissions			
	3-Speed Manual	Select-Shift	4-Speed Manual Wide-Ratio	4-Speed Manual Close-Ratio
200-cu. in. Six	Std.	Opt.	N.A.	N.A.
250-cu. in. Six	Std.	Opt.	N.A.	N.A.
302-cu. in. V-8	Std.	Opt.	Opt.	N.A.
351-cu. in. V-8 (2 bbl.)	Std.	Opt.	Opt.	Opt.
351-cu. in. V-8 (4 bbl.)	Std.	Opt.	Opt.	Opt.
390-cu. in. V-8	N.A.	Opt.	Opt.	Opt.
428-cu. in. V-8	N.A.	Opt.	N.A.	Opt.
428-cu. in. Ram-Air V-8	N.A.	Opt.	N.A.	Opt.

**Rear Axle:** Semi-floating hypoid type; permanently lubricated rear wheel bearings.

**Front Suspension:** Angle-Poised Ball-Joint type with coil springs; strut-stabilized lower arms; link-type stabilizer.

**Rear Suspension:** Asymmetrical variable-rate design longitudinal 4-leaf springs. Diagonally mounted shocks.

**Steering:** Recirculating ball-type, permanently lubricated, 25.3 to 1 overall ratio (20.3 to 1 power). Turning diameter 37.6'.

**Brakes:** Dual hydraulic system with dual master cylinder. Self-adjusting, self-energizing design. Lining areas: 131 sq. in. (200 Six); 154.7 sq. in. (250 Six, 302 V-8); 174.2 sq. in. (351, 390 & 428's).

**Tires:** Base tire size, 7.35-14 BSW, on models with 200-, 250-, and 302-cu. in. engines. E70-14 wide-oval belted white sidewalls on Mach I base model. Other tires include: E78-14, F70-14 wide-oval belted white sidewalls, and F70-14 wide-oval belted blackwalls with raised white brand lettering. Tire sizes depend in part on engine choice and other equipment.

**Dimensions and Capacities:** Length 187.4"; width 71.3"; height 51.3"; wheelbase 108"; treads 58.5"; trunk 9.8 cu. ft. (Hardtop), 5.3 cu. ft. (SportsRoof), 8 cu. ft. (Convertible); fuel 20 gal.

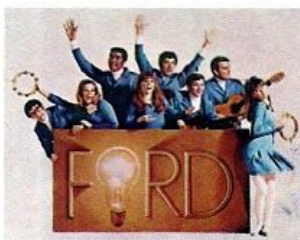
**Approximate Weights:** (Six) Hardtop 2832 lb., SportsRoof 2856 lb., Convertible 2942 lb.

#### STANDARD FORD MOTOR COMPANY LIFEGUARD DESIGN SAFETY FEATURES

**Every 1969 Mustang includes:** Dual Hydraulic Brake System with warning light □ Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, horn ring, rearview mirror/mirror mounting and windshield pillars □ Energy-absorbing steering column and steering wheel □ Energy-absorbing armrests and safety-designed door handles □ Front and rear lap belts with front outboard retractors □ Turn indicators with lane-changing signal feature □ Inside day/night, yield away rearview mirror □ Energy-absorbing instrument panel with padding □ Padded sun visors □ Two speed or variable speed windshield wipers □ Windshield washers □ Double-thick laminate safety glass windshield □ Double-yoke safety door latches and safety hinges □ 4-way emergency flasher □ Back-up lights □ Side marker lights or reflectors □ Energy-absorbing front seat back tops with padding □ Self-locking folding front seat backs □ Shoulder belts for outboard front seat passengers (except convertibles) □ Safety-designed coat hooks □ Safety-designed window regulator knobs □ Safety-designed radio control knobs and push buttons □ Outside rearview mirror, driver's side □ Safety rim wheels and load-rated tires □ Corrosion-resistant brake lines □ Uniform transmission shift quadrant □ Safety design front end structure □ Front seat head restraints.

**Note:** Your new 1969 Mustang comes equipped with factory engineered and approved parts such as the dependable Autolite Sta-Ful battery, Autolite Power-Tip spark plugs, Autolite shock absorbers, and an Autolite 6000-mile oil filter. For continued top performance, be sure to specify genuine Autolite parts whenever replacement is necessary.

While the information shown herein was correct when approved for printing, Ford Division reserves the right to discontinue, or change at any time, specifications or designs without incurring any obligations. Some features shown or described are optional at extra cost.



**It's the going thing!**