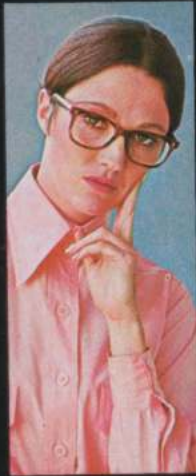


mustang '70







like it hot?  
 like it cool?  
 like it quick?  
 like it slick?  
 like it rich?

what you need  
 is a mustang.

Whichever way you like it, Mustang — Number One for 1970 — has a special knack for brightening your life. Dull things suddenly become lively . . . quiet people become outgoing . . . the shy become anything but shy. Even though life is already exciting, Mustang will make it more so. That's because Mustang is the car for everyone. And it's been that way ever since 1964, when Mustang came on the scene. Mustangs turn up everywhere. Rarely are there two alike. That's because it's designed to be designed by you. And that's more than ever true for 1970! From the luxurious new Grandé, to the bold new Boss 302, your new Mustang will be as expressly you as you care to make it. So come out from behind those inhibitions. Run with Number One and express yourself! Once behind the wheel of Mustang, you'll find out why it's also Number One for you!





MACH 1 INTERIOR





hubert bailey, the accountant couldn't keep his figures balanced.

he got a mach 1 and figures are no longer his problem.

A hot Mach 1 solved Hubert's problem. A standard 351 cube 250-hp 2V V-8 engine and 3-speed floor-mounted transmission performed the magic. Take a look for yourself at the unique front end, bold new grille, new black or white hood treatment, sporty hood latches. Notice the hefty F70 fiberglass belted bias-ply tires with distinctive raised white letters that also offer better traction, greater stability. Sporty wheel covers and dual color-keyed racing mirrors are standard. The





integral rear deck spoiler is a crowning touch. Your choice of wild new Mustang colors, too: Vermilion, Grabber Green, Grabber Orange, Grabber Blue, Bright Yellow, plus many others. And there are more standards inside. Between the soft, foam-filled knitted vinyl high-back bucket seats is a console with woodtone applique. There are great options too, like: a deluxe 3-spoke Rim-Blow Steering Wheel with "lightening holes" in each spoke; Sport Slats; and "go-power" up to a 428 Cobra Jet Ram-Air 4V V-8 with competition sus-

pension and "shaker" hood scoop.

Want special performance? Mustang Boss 302 is a ferocious character with a massive 290 horse 4V V-8, 4-speed floor-mounted manual transmission and Hurst Shifter™, high-back buckets, front spoiler, collapsible space-saver spare tire, power front disc brakes. All standard. Get options like the adjustable rear spoiler, Sport Slats, "shaker" hood scoop, Magnum 500 wheels and F60-15 fiberglass belted tires. And power options of 351, 428 or 429 "hot Boss" cubes.



MUSTANG BOSS 302



go with number one!





carol edmondston had a  
b.a., m.a. and ph.d.  
but really wanted her mrs.

since she bought mustang  
she can't decide between  
mr. b.a., mr. m.a. or the ph.d.

Carol has decision problems—but nice ones. How about you? Which Mustang is best for you? How about Mustang Grandé? A formally dressed-up model that includes a "Landau" style roof in black or white grain vinyl, simulated woodtone accented instrument panel, locking, deluxe two-spoke steering wheel and high-back, foam-filled bucket seats designed to wrap you cozily in uncommon comfort. On the outside . . . dual body side paint stripe, dual color-keyed racing mirrors that include a remote control feature



MUSTANG GRANDE



on the left side, rocker panel molding with vinyl insert and lower back panel applique and wheel lip molding. Options? Grandé offers SelectAire year-round air conditioning. It heats, defrosts, cools and ventilates. Enjoy AM/FM full stereo radio or Stereo Tape Deck. Power front disc brakes and power steering make driving Grandé an even more effortless experience. Optional intermittent windshield wipers can be adjusted to stroke as little as once every 2 to 10 seconds or as many as 140 times per minute. Power

stems from a smooth, economical standard 200-cu. in. Six with optional V-8's from 302 2V to the four-barrel 428 cube Cobra Jet Ram-Air. Optional SelectShift Cruise-O-Matic transmission with console lets you shift manually or not at all, whichever you prefer. Uni-Lock Safety Harness eliminates seat belt clutter, reminds you to use this tested, proven safety feature. For the ultimate in finery, please turn the page and feast your eyes on one of the most luxurious interiors in the sporty compact field.



mustang's got personality!



...and the upper class  
grande interior  
makes her feel like a v.i.p.

Fashion hit for '70: distinctive new houndstooth check trim, available in five colors paired with basic black. Simulated woodtone paneling highlights door interiors and optional center console. Deep foam-filled high-back bucket seats, richly appointed details, posh refinements surround you. Grandé. Meticulously designed to make you look and feel like the "very important purchaser" you are.





eval-  
phone  
scale.  
tails,  
ed to  
are.







marc muccino's  
coaching career was a  
big "zero" until he bought  
his mustang sportsroof.

now it's a  
whole new ball game.

Just like our friend Marc, watch the "zeros" turn into "oooh's" when you hop behind the wheel of a Mustang SportsRoof. Its sleek silhouette has a roofline that slopes all the way back to a super-styled rear deck with a perky spoiler flip. Distinctive three-lens taillights will tell everyone to notice they've just been passed. Note the ventless curved side glass windows, the pop-open rear quarter window that introduces you to "quiet" open-window ventilation. A sporty energy-absorbing two-spoke steering wheel, padded energy-absorbing instrument panel, standard high-back bucket



MUSTANG SPORTSROOF

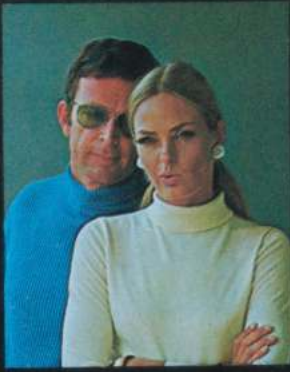


seats that support the entire back while the integral head restraints help protect you from the unexpected. Optional fold-down rear sport deck offers room for all sorts of cargo. Full carpeting all around. Transmissions? Standard 3-speed or optional 4-speed manual or SelectShift Cruise-O-Matic automatic transmission. Engines? You name it! From the economy designed 200-cu. in. Six all the way up to a screamin' powermongerish 428 cube Cobra Jet Ram-Air engine. Slip behind the wheel of a Mustang SportsRoof and discover how easy it is to make your own points.



you're ahead with number one!





with dave and donna  
durrish it was always  
"mine" and "yours".

now they both  
drive mustangs  
and it's "his" and "hers".

The only thing better than getting a Mustang is getting two of them. That's what Dave and Donna did. Now they enjoy twice the unique exhilaration you get from driving the personality car. With a Mustang Hardtop or Convertible, you sit on deep foam-filled high-back bucket seats with integral head restraints snazzily attired in easy-to-maintain vinyl. You hold a sporty, two-spoke steering wheel. Shift a buttery smooth, fully synchronized 3-speed manual transmission. SelectShift Cruise-O-Matic transmission that lets you shift manually or automatically, is optional. The padded energy-absorbing instrument panel and steering column, Uni-Lock Safety Harness thoughtfully let you drive in



MUSTANG HARDTOP



confidence. Plush carpeting is soft, resilient and color-keyed. Curved side glass windows offer less wind noise and better visibility. Under the hood you'll find the economical 200-cu. in. Six. Optional V-8's to the 428-cu. in. Cobra Jet Ram-Air engine. Mustang offers power options, too: power front disc brakes, power steering, and more. SelectAire all-season air conditioning keeps you comfortable no matter what the season. For whatever else you may want, you'll find Mustang's general array of better idea options on pages 14 and 15. Plan your own exclusive Mustang—a car to suit your individual needs and personality. Mustang was designed to be designed by you.



MUSTANG STANDARD INTERIOR



MUSTANG CONVERTIBLE



mustang ...number one for all!



## mustang's the one! designed to be designed by you.

Put your mark on your new Mustang. Add convenience and comfort as well as good looks and performance.

Personalize your Mustang with these better-idea options:

**A.** Power Front Disc Brakes, floating-caliper type. Virtually effortless, more positive stops.

**B.** AM/FM Stereo Radio puts you right in the middle of full-tone stereophonic sound.

**C.** Front spoiler is standard on Boss 302 and improves steering and stability at higher speeds.

**D.** Adjustable rear spoiler improves rear end stability (SportsRoof). Sport Slats add a racy look to the rear end of your SportsRoof and keep direct sunlight and precipitation off backlite glass for better rearward vision.

**E.** Sporty Wheel Covers and F60-15 belted wide-tread tires with raised white letters give an extra bold look to Boss 302.

**F.** Decor Group includes choice of knitted vinyl or spectrum cloth and vinyl trim with high-back bucket seats. Woodtone instrument panel appliques, deluxe two-spoke steering wheel, color-keyed racing mirrors with remote control on left hand mirror, rocker panel and wheel lip moldings. Also includes formed door trim

panels and courtesy lights on convertible.

**G.** Dual color-keyed racing mirrors let you know what's happening all around you.

**H.** "Shaker" Hood Scoop admits cool outside air directly into carburetor with Boss 302 CID 4V, 351 CID 2 and 4V and 428 CID 4V Cobra engines.

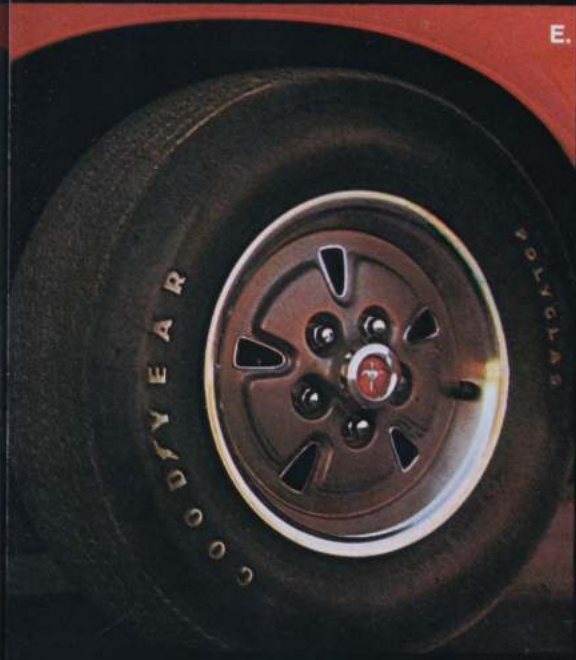
**I.** Tilt Steering Wheel has five driving positions for special kind of driving comfort.

SelectAire all-season air conditioner heats, defrosts, cools and ventilates to keep you comfortable all year-round.

Other great options are: power convertible top • houndstooth vinyl roof • AM Radio • Select-Shift Cruise-O-Matic • 4-speed manual transmission • heavy-duty battery • extra cooling package • competition suspension • quick ratio manual steering • high numerical axle ratio • tachometer and reset trip odometer • Traction-Lok differential • electric clock • rear window defogger (hardtop) • deluxe seat belts • intermittent windshield wipers • sport deck rear seat (SportsRoof) • tinted glass • front bumper guards • Rim Blow deluxe steering wheel • vinyl roof covering (hardtop) • hub cap/trim ring wheel covers, wire wheel covers • sports wheel covers • styled steel wheels.







E.



F.



G.



H.



I.



# facts on number one!

**Color and Trim:** 16 brilliant Super Diamond Lustre Enamel exterior finishes, and 6 standard vinyl interior trims, 6 optional knitted vinyl trims (Decor Group), 5 cloth and vinyl trims in Grandé. Also 2 Blazer cloth and vinyl colors.

## ENGINES:

**200 CID 1V Six**—120 hp; 3.68" bore x 3.13" stroke; 8.8 to 1 comp. ratio; 7 main bearings; reg. fuel.

**250 CID 1V Six**—155 hp; 3.68" bore x 3.91" stroke; 9.0 to 1 comp. ratio; 7 main bearings; reg. fuel.

**302 CID 2V V-8**—220 hp; 4.00" bore x 3.00" stroke; 9.5 to 1 comp. ratio; regular fuel.

**302 CID 4V "Boss" V-8**—290 hp; 4.00" bore x 3.00" stroke; 10.6 to 1 comp. ratio; premium fuel.

**351 CID 2V V-8**—250 hp; 4.00" bore x 3.50" stroke; 9.5 to 1 comp. ratio; regular fuel.

**351 CID 4V V-8**—300 hp; 4.00" bore x 3.50" stroke; 11.0 to 1 comp. ratio; premium fuel.

**428 CID 4V Cobra V-8\***—335 hp; 4.13" bore x 3.98" stroke; 10.6 to 1 comp. ratio; premium fuel.

**428 CID Cobra Jet Ram-Air 4V V-8\***—335 hp; 4.13" bore x 3.98" stroke; 10.6 to 1 compression ratio; premium fuel.

**429 CID 4V "Boss" V-8**—375 hp; 4.36" bore x 3.60" stroke; 10.5 to 1 comp. ratio; premium fuel.

\*Optional Drag Pack includes Traction-Lok differential with 3.91 axle ratio or "No-Spin" locker with 4.30 axle ratio, plus these 428-cu. in. 4V engine modifications: engine oil cooler, cap screw connecting rods, modified crankshaft, flywheel and damper. Available with 428-cu. in. 4V non Ram-Air or Ram-Air V-8's.

**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 (mechanical valves, Boss 429); 12-volt electrical system; 42-amp. alternator, 45 amp-hr battery with 250 thru 351 CID engines, 55-amp. with automatic transmission on 200, 351 engines; 55-amp. alternator and 80 amp-hr battery with 428's, 429.

## TRANSMISSIONS:

**3-Speed Manual:** fully synchronized.

**4-Speed Manual:** sports-type w/Hurst Shifter<sup>®</sup>tm.

**SelectShift Cruise-O-Matic Drive:** 3-speed fully automatic transmission which may be used manually to hold first or second gear for engine braking, better hill control hauling trailers.

## MUSTANG POWER TEAMS

Engines	Transmissions			
	3-Speed Manual	Select-Shift	4-Speed Manual Wide-Ratio	4-Speed Manual Close-Ratio
200 Six (120 hp)	X	X		
250 Six (155 hp)	X	X		
302 V-8 (220 hp)	X	X	X	
302 Boss V-8 (290 hp)			X	X
351 V-8 2V (250 hp)	X	X	X	X
351 V-8 4V (300 hp)	X	X	X	X
428 V-8 Cobra (335 hp)	X			X
428 V-8 Cobra Jet (335 hp)	X			X
429 Boss V-8 (375 hp)				X

**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. 25.45 to 1 overall ratio (20.48 to 1 power). Turning diameter 37.6 ft.

**Brakes:** dual hydraulic system with dual master cylinder. Self-adjusting, self-energizing design. Lining areas: 130.4 sq. in. (200 Six); 154.0 sq. in. (250 Six, 302 V-8); 173.3 sq. in. (351, 428's, 429); Boss 302, 232.0 sq. in. swept area.

**Dimensions and Capacities:** Length 187.4"; Width 71.7"; Height 51.5" (SportsRoof—50.6"); Wheelbase 108"; Track 58.5"; Trunk 8.3 cu. ft. (hardtop), 7.2 cu. ft. (SportsRoof), 7.2 cu. ft. (convertible). Fuel—20 gallons (in California, 22 gal. std.).

**Weight:** Hardtop—3080 lb.; SportsRoof—3104 lb.; Convertible—3190 lb.

## STANDARD EQUIPMENT

**Hardtop**—Power Team: 200-cu. in. Big Six and fully synchronized 3-speed manual transmission • floor-mounted shift lever • color-keyed loop-pile carpeting • courtesy lights • cigarette lighter • reversible keys • keyless locking • heater/defroster • all-vinyl interior • curved side glass • high-back bucket seats • locking steering column • Hurst Shifter (with 4-speed man. trans.) • Twice-a-Year Maintenance • glove box • color-keyed headlining • printed circuit instrument panel • aluminized and stainless steel muffler • black or white paint stripe with engine numerals (351-, 428-, 429-cu. in. V-8's) • E78-14 fiberglass belted bias-ply BSW tires. Plus all **FORD LIFE-GUARD DESIGN SAFETY FEATURES**.

**Mustang Grandé**—In addition to the features listed for Hardtop: special sound insulating package • special soft-ride suspension • luxury cloth and vinyl seat trim • molded door trim panels and courtesy lights • deluxe 2-spoke steering wheel • woodtone instrument panel appliques • electric clock • bright floor pedal trim • dual color-keyed racing mirrors including remote control LH mirror • dual bodyside paint stripe • black or white "Landau" vinyl roof covering • hounds-tooth check interior trim fabrics in 5 colors.

**Convertible**—In addition to Hardtop features listed for Hardtop: 5-ply manually operated vinyl top • clear vinyl backlite • color-keyed boot • easy-action top fastening latches • full-width rear seat • courtesy lights under instrument panel • glove compartment lock, wheel covers • rocker panel molding with vinyl insert • lower back panel applique • wheel lip molding.

**SportsRoof:** In addition to Hardtop features: integral rear deck spoiler • swing-out rear quarter windows • tinted glass backlite • courtesy lights under instrument panel, rear compartment.

**Mustang Mach 1:** In addition to Hardtop features listed previously: Power Team: 351-cu. in. 2V V-8 and fully synchronized 3-speed manual transmission • non-functional hood scoop/integral turn signal indicators • functional "shaker" hood scoop • competition suspension • outside color-

keyed dual racing mirrors • knitted vinyl high-back bucket seats/accents stripes • console with wood-tone applique • Rim-Blow deluxe three-spoke steering wheel • Bright dual exhaust extensions • Hood lock pins • Honeycomb back panel applique • Wide-oval belted WSW tires • Pop-open gas cap • Dark argent extruded aluminum rocker panel molding • Deck lid tape stripe (Diecast "Mach 1") • Black or white painted hood and tape engine numerals • Die cast center deep dish sports wheel covers • simulated driving lamps • Woodgrain cluster with right-hand instrument panel applique • electric clock • Bright pedal pads • Molded door trim panels w/courtesy lights • NVH sound package • Carpet runners.

**Mustang Boss 302:** In addition to Hardtop and SportsRoof features listed above: Power Team: 302-cu. in. 4V V-8 engine rated at 290 hp and 4-speed manual transmission equipped with Hurst Shifter<sup>®</sup>tm • black taillamp bezels • black chrome backlite molding and headlamp castings • color-keyed dual racing mirrors • black hood and rear deck lid and black lower back panel • F-60-15 belted BSW tires w/ white letters • hub cap/trim ring • space saver spare • "C" stripes • Boss 302 tape identification on front fender (black only) • dual exhausts • quick ratio steering (16:1) • competition suspension including staggered rear shocks • special cooling package • 3.50 non-locking axle • front spoiler • 45 ampere battery • power front disc brakes.

**Every 1970 Mustang includes these Ford Motor Company Lifeguard Design Safety Features:** Dual hydraulic brake system with warning light • Glare reduced instrument panel padding, windshield wiper arms, steering wheel hub, rearview mirror/mirror mounting and windshield pillars • Energy-absorbing steering column, steering wheel, armrests and safety-designed door handles • Uni-Lock Safety Harness • Front and rear lap belts • Shoulder belts for front outboard occupants (except convertibles) • Turn indicators with lane-changing signal feature • Inside yield away rearview mirror • Energy-absorbing instrument panel with padding • Padded sun visors • Two-speed windshield wipers • Windshield washers • High strength laminate safety glass windshield • Double-yoke safety door latches and safety hinges • Emergency flasher • Backup lights • Side marker lights • Energy-absorbing front seat back tops with padding • Self-locking front seat backs • Safety-designed coat hooks (except convertibles) • Safety-designed radio control knobs and push buttons • Outside rearview mirror, driver's side • Safety rim wheel and load-rated tires • Corrosion-resistant brake lines • Uniform transmission shift quadrant • Parking lamps coupled with headlamps • Non-reversing odometer • Safety design front end structure • High-back seats • Safety glove box latch.

**NOTE:** Your new 1970 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. Be sure to specify genuine Autolite parts whenever replacement is necessary.

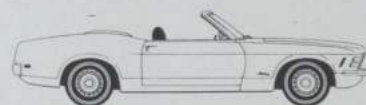
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MUSTANG HARDTOP



MUSTANG SPORTSROOF



MUSTANG CONVERTIBLE



MUSTANG GRANDE



MUSTANG MACH 1



MUSTANG BOSS 302

MUSTANG

