

MUSCLE CAR MANIA: VOL. 1

Ford Mustang – America’s Pony Car

Our Muscle Car Mania series highlights some of the most iconic muscle cars in history. First up: the Ford* Mustang.*

The Mustang has been one of the most celebrated symbols of Americana for nearly six decades. Appearances in hit movies like “Gone in 60 Seconds,” “Bullitt” and “Goldfinger,” partnerships with racing legends like Carroll Shelby and numerous special editions have all helped set it apart as one of the ultimate enthusiast vehicles. Overall, it’s been one of Ford’s most successful models.

The Kick-Off

The Ford Mustang debuted April 17, 1964 at the World’s Fair at an affordable starting price of \$2,368. The model established a new variety of sporty, compact automobiles, fittingly known as pony cars, with strength and power that could garner respect on the track and the street. With its wide range of interior, exterior and powertrain options, the car appealed to many different lifestyles and quickly became a crowd favorite. In fact, Ford sold almost 7 times more than the company had originally projected.

The Mustang’s incredible popularity led Ford to start making upgrades

even before completing its first model year. Generators were swapped out for alternators, and the higher performance Challenger Special* 289 c.i. V8 (225 hp) and Challenger HiPo* 289 c.i. (271 hp) engine options were added. While all sales were reported as 1965 model sales, most enthusiasts refer to early production models as 1964 1/2 models and 1965 models.

Next In Line

A few short years after its initial launch, the Mustang was fitted with its first big-block 390 in 1967, escalating it to muscle-car status. Several generations of Mustangs rolled out with their own unique features and styles in the late ‘60s and early ‘70s, including the iconic Boss* 302 and Boss 429, featuring the 302 Windsor* engine, and the heart-pounding 429 race-inspired 375 hp V8, which replaced the 390, 427 and 428 big blocks. Ford also started introducing several special-edition Mustang models, including the Bullitt,* the California Special* and the Shelby GT* that dominated auto racing in the late ‘60s.

Rising gasoline prices in the early ‘70s shifted Ford’s focus toward fuel economy rather than performance. The Mustang II generation took a sharp turn from the heavy muscle-car style and instead made lighter models with reduced horsepower to keep in line with government fuel regulations.

The 1970s presented many challenges to the muscle-car market. EPA regulations limiting the use of lead in gasoline, the restriction of tailpipe emissions, an oil embargo and the introduction of import vehicles changed the landscape for a decade. It wasn’t until the mid ‘80s when the Mustang was finally fitted with an upgraded 5.0L that produced a respectable 210 hp. This was also when Ford used a roller cam to allow for the use of traditional passenger-car motor oil rather than the high-zinc oil required by its predecessors.

Mustangs Up To Date

The Mustang continued evolving throughout the years to adapt to changing markets and styles. Throughout the late ‘90s and



2000s the Mustang saw its 210 hp 5.0L retired for a 215 hp 4.6L, which received mild upgrades until it was replaced by the now legendary Coyote* 5.0L, which pumped out a whopping 412 hp. The Coyote is still offered today with an improved 460 hp, but smaller-displacement, turbocharged EcoBoost* offerings are gaining popularity.

More Muscle Needs More Protection

Many early Mustangs produced less than 300 hp. By contrast, 2020 Mustang engines can pump out up to 760 hp with a supercharged 5.2L. The massive amount of power in today's Mustang engines requires sophisticated lubrication.

Whether you have a classic Mustang or a modern powerhouse, AMSOIL has the specialized products you need to keep it in prime condition.

Early Mustang models were designed to use leaded gasoline. Did you know DOMINATOR® Octane Boost is an excellent lead substitute at the same treat rates in collector automobiles?

Mustang models prior to 1985 are equipped with flat-tappet cams. They require specialized oils like AMSOIL Z-ROD.®

Z-ROD Synthetic Motor Oil

- Specially engineered for classic and high-performance vehicles
- High-zinc formulation to prevent wear on flat-tappet camshafts and other critical engine components
- Proprietary blend of rust and corrosion inhibitors for added protection during long-term storage.

In 2007, Ford launched an updated Shelby GT500. This model, and all track-package Mustangs manufactured since, require specialized oil like Signature Series 5W-50.

Ford began using the Getrag* MT-82 manual transmission in 2011. AMSOIL Synthetic DCT Fluid is an excellent choice for this application.

100% Synthetic DCT Fluid

- Designed to protect high-tech dual-clutch transmissions during intense, high-heat operating conditions
- Provides the fast, smooth shifts drivers expect
- Use in transmissions found in 2011 and newer Mustangs¹

¹Based on review of the Getrag MT-82 manual transmission found in 2011, and newer Mustangs and Ford recommendation of DCT fluid for this application.

Premium Protection for High-Horsepower Ford Mustangs

AMSOIL ADDS 5W-50 VISCOSITY TO ITS SIGNATURE SERIES LINE.

Combining sports styling and muscle with options that appeal to the mass market, the Ford Mustang is widely considered an American classic. Introduced at the New York World's Fair on April 17, 1964 and buoyed by network advertising and appearances as the 1964 Indianapolis 500 pace car and in the 1964 James Bond film, "Goldfinger," the high-performance car quickly grabbed the attention of motorists everywhere and shattered sales records. The Mustang celebrated its 50th anniversary in 2014, and it continues to maintain its popularity and appeal.

Much like the iconic Ford Mustang, AMSOIL is an American original and performance leader. AMSOIL set all-new standards for motor oil quality and performance when it introduced the world's first synthetic motor oil to meet American Petroleum Institute (API) service requirements in 1972, and it continues to produce the top-performing lubricants available on the market.

New Signature Series 5W-50

AMSOIL has expanded the Signature Series line to include a robust 5W-50 synthetic motor oil formulated specifically

for high-horsepower Ford Mustang engines. Signature Series 5W-50 Synthetic Motor Oil (AMR) provides top-of-the-mark protection and performance that customers expect from Signature Series, and it is excellent for all Mustang engines calling for a 5W-50 viscosity.

- Withstands the stress of high horsepower and heat to provide outstanding wear protection
- Resists viscosity loss due to mechanical shear
- Resists thermal breakdown
- Helps prevent sludge deposits and keeps engines clean
- Reduces oil consumption and emissions
- Maximizes fuel economy

Applications

AMSOIL Signature Series 5W-50 Synthetic Motor Oil is recommended for Ford Mustang applications calling for 5W-50 motor oil and requiring the Ford WSS-M2C931-C or API SN, SM... performance specifications. ■



Signature Series 5W-50 Synthetic Motor Oil

Stock #	Units	Pkg./Size	Wt. Lbs.	U.S. Wholesale	U.S. Sugg. Retail	Can. Wholesale	Can. Sugg. Retail
AMRQT	EA	1 Quart	2.1	8.15	10.55	9.90	12.80
AMRQT	CA	12 Quarts	25.2	92.85	125.35	112.80	152.40



NEW 5W-50 OPENS DOOR TO REACH LATE-MODEL MUSTANG OWNERS

Introduced in 1964 at the New York World's Fair, the Ford Mustang became an instant sensation. Muscle-car madness overtook the American car scene with its lust for power. The Mustang was Ford's definition, competing with Camaros, GTOs, Chargers, Barracudas and Hemi-powered Road Runners. In 2014, Ford celebrated the 50th Anniversary of this American icon. AMSOIL now offers a 5W-50 viscosity as part of its Signature Series Synthetic Motor Oil line, specially formulated for high-horsepower Ford Mustang engines requiring the Ford WSS-M2C931-C performance specification.

- Outstanding anti-wear protection
- Helps prevent deposits and keep engines clean
- Resists thermal breakdown to maintain protection in high heat

Make sure your Mustang customers know about this new Signature Series oil that pairs one American legend with another.



AMSOIL[®]
The First in Synthetics[®]