

*Celebrating 40 Years of Mustangs!*

## **The Great New Zealand Mustang Run**

*Kaitaia to Bluff: 29 March to 9 April 2004*

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### **PRESS RELEASE # 1**

#### **MUSTANG OWNERS PREPARE FOR MARATHON CELEBRATION.**

All over New Zealand the owners of Ford Mustang cars are busy preparing for a huge 40<sup>th</sup> Anniversary celebration in 2004.

Forty years ago on the 9<sup>th</sup> March 1964 the very first Ford Mustang car rolled off Ford America's Dearborn production line. The launch of the new model on the 17<sup>th</sup> April was one of the most massively publicised and successful new model launches in history. Demand for Mustangs exceeded Ford's wildest expectations with customers sleeping in showrooms across the country to make sure they drove one home. Over 1 million Mustangs were sold in the first 2 years.

Within months the first Mustangs arrived in New Zealand beginning a long and successful motor sport history in this country. Today there are an estimated 1400 Mustangs in NZ, and with seven very active owners clubs the Ford Mustang is clearly the most popular classic car marque in this country.

To ensure the 40<sup>th</sup> Anniversary is celebrated in style, the seven Mustang clubs have combined resources to run the cars over a 3000 km marathon from Kaitaia to Bluff. The "**Great NZ Mustang Run**" leaves Kaitaia on Monday 29<sup>th</sup> March, and finishes in Bluff 12 days later on Friday 9<sup>th</sup> April. The run passes through most of the main centres where the cars will be on display for short periods.

Participants will constantly join and leave the event each day as it progresses down the country, with some participating for as little as a day, others opting to run the entire distance.

The organisers are attempting to contact every Mustang owner in NZ, to request that they consider participating in what may well be the biggest single marque event ever held in this country.

More information including route maps, itineraries and registration details can be obtained by going to the event website at [www.nzmustang.com](http://www.nzmustang.com), by contacting any of the seven Mustang Owners Clubs, or by contacting the national co-ordinator Wal Marshall on 04 2399912 or email [wal@nzmustang.com](mailto:wal@nzmustang.com).



**The very first Ford Mustang.**

Go to <http://www.nzmustang.com/History/1stmustang.htm> for a larger image, and more pictures.

