

MUSTANG NEWS

Mustang Owners Club of Australia (Queensland) Inc.

FEBRUARY 2022



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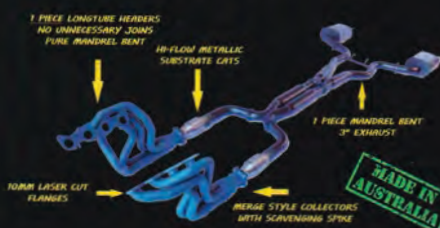
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QUEENSLAND MUSTANG NEWS

Mustang Owners Club of Australia (Queensland) Inc.

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LIFE MEMBERS OF MUSTANG OWNERS CLUB OF AUSTRALIA (QLD) INC:

Robin & Linda Bath
John & Valerie Greene

John & Pauline Binge
Margaret Moran
Aileen Nixon John & Lynette Quinlan

Robin & Heather Bone
Neil & Kay Morris

The club does not offer car hire, so to avoid disappointment please do not contact us if you are looking for a Mustang for a wedding or formal. You should also be aware that MOCA Queensland does not give valuations or endorse the quality of vehicles being offered for sale. MOCA Queensland accepts no liability whatsoever for a purchase decision made by individuals acquiring motor vehicles.

Official Magazine of The Mustang Owners Club of Australia (Queensland) Inc.

MEMBERSHIP

Application forms may be downloaded from our website www.qld.mustang.org.au and sent to the Club Secretary with the relevant payment. Membership Fees are as follows:-

\$85 for New Membership between 1st July and 31st December (\$25 joining fee + \$60 annual fee)
\$55 for New Membership between 1st January and 30th June (\$25 joining fee + \$30 - 6 months fee)
Any application for membership received for a 6 month option before January will be held until January 1st for processing unless the new member wishes to pay the full year membership fee
\$60 for Annual Membership Renewal

Membership renewals are due and payable on the 1st July each year.

Should payment not be received by 31st August, those Members will be deemed "un-financial" and removed from the Club database. Full application procedure and costs will be required to rejoin the Club.

20 & 30 year Membership Recognition Awards for Members reaching these milestone will be awarded as near as possible to the Member's Anniversary Date
Regional members will be contacted and have their award posted to them.

CLUB MEETINGS

Monthly Meetings are held on the 4th Wednesday of each month (unless notified) at the Clubrooms in Jean- Howie Drive, Morningside (off Bennetts Road). A sausage sizzle is available from 6.30pm and meetings shall commence at 7.30pm.

CLUB MERCHANDISE

We have a selection of men's and ladies shirts in various sizes and many other types of Mustang related Merchandise. To purchase or enquire about such items, contact the Merchandising Officer.

ADVERTISING

PRIVATE CLASSIFIEDS: Private Classifieds are advertisements placed by those selling their own goods, no longer needed goods, not goods purchased for resale either privately or as part of a business activity.

Club Members are invited to place advertisements in the "Pony Classifieds" section free of Charge. Each advertisements will appear in the magazine for two (2) consecutive issues, whereupon it will be removed and may be re-submitted if required after one month.

Non-Members may also advertise for a fee of \$25.00 for a basic advertisement, or \$35.00 if a photograph is included. Each advertisement will appear in the magazine for two (2) consecutive issues, whereupon it will be removed and may be re-submitted if required after one month, with a further payment of \$25.00 or \$35.00 as the case may be.

TRADE ADVERTISEMENTS: Display advertising in the Queensland Mustang News is open to members and non-members alike for low rates. Display and prices are as follows.

BLACK & WHITE	Full Page	\$240 per year
	Half Page	\$120 per year

COLOUR	Full Page	\$480 per year
	Half Page	\$240 per year.

CASUAL TRADE ADVERTISEMENTS: Monthly Casual Rates are as follows

BLACK & WHITE	Full Page	\$102.50
	Half Page	\$ 60.50

To place your advertisement please contact the Magazine Editor directly. Payment must be received by the Secretary before advertisements can be placed [.www.qld.mustang.org.au](http://www.qld.mustang.org.au)



From the club President - February 2022

Well January and February are certainly shaping up to be interesting times.

This is just a short note this month, as I'm not sure who is aware, but both Monique and I have managed to contract Covid 19 the Omicron variant and thankfully, we have both survived it OK.

Monique caught it first and after being couped up isolating together in the house, I eventually got it too. Mind you, for the first 5 days, I thought I was going to dodge the bullet, only to wake up the next morning a little ordinary, so I went for a test and sure enough tested positive.

Not being one to want to remain couped up when unwell with just a head cold....all I can say, is the gardens at home are looking wonderful.

This thing is running rampant at the moment, so I guess it's only a matter of time before most get it. For us luckily, it hasn't been more than a head cold which a few additional aches and pains. Others are not so lucky.

We are mindful, that everyone probably wants to wait until things settle down a bit further, before we resume club meetings. So, we will be taking this into consideration over the next week or so and will make an announcement very soon.

The scheduled club activities and runs that have been announced, can and will still take place, but we would ask everyone take the covid rules on board and if you are not feeling well, please do not attend any events.

I am really looking forward to things getting better though, as we do have a few club related issues that do need to be addressed, as soon as possible at the next opportunity for a club meeting.

Bottom Line: Due to some changes in people's circumstances, the following positions will be thrown open and will need to be filled, otherwise you will not have a functional club management team.

1. Secretary
2. Vice President

We will also be announcing who the official club person of the year was for 2021 at the next club meeting.

Cheers

Ed Callander - President MOCA QLD

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Poker Run Feb 2022

With reduced numbers we ran the Poker Run this year starting from Springfield Lakes. If you haven't been on a poker run before, its usually a drive with 3 stops and a destination. Every car receives a card at each stop and ends up with 5 cards. We offered one return and buy back at the end for anyone willing and the funds in for the day \$10 per car went to pay 1st, 2nd, and 3rd cash prize back to the people with the best hands. So, a little fun and a chance to win something.



We had 8 cars join the days run, and this year ran it a little differently due to covid with the first stop at a park in Peaks Crossing, giving us a lovely drive to start, followed by coffee and 'desert' in Boonah before starting to make our way toward Mt Tambourine. A little sprinkling of rain, but not too much for the classic owners and quick stop near Scenic Ford for another card and then up



the mountain, the back way. Sundays at Mt Tambourine mean plenty of people and a little slow going and also a few turns of the head. Its always great to see a line of Mustangs!



Our final stop and destination was Eagle Heights Tavern with a lovely area for parking, us all together in one room and a few drinks flowing with some great pub food. The final wrap up was a win by Avril and Craig, second to Roger and Gloria, third to Tony and Jean. Everyone else received a metal Mustang plaque courtesy of Roger (thanks Roger).



Stuart Brown





After 10 plus years as Editor of the Queensland Mustang News I have decided to hand the reins to another member.

My final edition will be June 2022, I am hereby giving notice to all of my intention. This will give all members plenty of time to decide if there is one among you that will be keen enough and willing to take on the job!

I don't make this decision easily as I have had many years of enjoyment producing the magazine but find it has become an onerous task, taking me more time each month to find interesting copy for you the members to enjoy; and I feel there is need of a fresh point of view to re-invigorate the magazine!

I invite any interested member to give me a call or shoot through an email to discuss what is involved.

To facilitate a seamless handover I will make myself available to the new editor with any advice and assistance I am able to give, as was given to me by our previous editor Bec Green.

Robyn Messenger



For all the Facebook users out there, as you know we have a MOCA club site. We use this to promote the club and the meetings but there has always been a restriction on being able to publish the club runs, due to the SIVS requirements. **So we are introducing a members only group, for paid up Club Members.** This group will be able to publish all the monthly club runs with SIVS Sanction numbers, give you a format to post and interact with the other club members. Please remember that it is only for current members and we will keep this up to date!

The easiest way - **the only way** - to join is to request to be added, this can be done by going to the current open MOCA QLD page or by clicking on the link here and we will add you.

<https://www.facebook.com/groups/206625058268789>

Some benefits. You will be able to see the club runs and events, post and comment. You will be able to indicate your attendance at the events and runs as well and see who else is coming along.

Happy Birthday
to those Members Celebrating their
Birthday this Month.....

Angela Lucey
Chelle Thomas
David Farrimond
Ed Callander
Joan Vagg
Leanne Kerr
Lynne Mawn
Mike Pictor
Salvatore Sofia

Blair Tissiman
Cheryl Collins
David Lewis
Fiona Lynch
Jodie Hains
Lee Thomas
Mark Hooper
Nancy Rosewall
Samantha Vorster
Shannon Hammond
Tony Mills-Wynne

Cara Barbeler
Christine Orchard
David Ogilvie
Helen Denne
John Quinlan
Linda Simpson
Martin Cree
Paul Fogarty
Sandra Tunnicliffe
Sharon Langella
Wayne Simeon

Carole Torrance
David Chadwick
Denise Morton
Ian Fagernes
Kristin Finlay
Luisa Spann
Michael Cole
Ray Law
Shane Tynan
Steve Dawe
Wendy Wintercheidt



MOCA Queensland Welcomes the
Following New Members.....

Lee & Sarah Thomas - 2002 Black Cobra Convertible
Shane Johnson - 1967 Black/Silver Fastback
Julie-Ann Hall - 1966 Midnight Blue Coupe
Anthony & Kim Weaver - 1964 Candy Apple Red Coupe
William & Cherie Andrews - 2019 Orange Fury Coupe
Joe Gehrke - 1964 Rangoon Red 'A' Code Fastback
ALan & Sandra Morton - 2017 Red GT Coupe



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CLUB CALENDAR

The Club calendar is designed to assist members planning ahead for designated runs and Club related activities. Club Person of the Year points are assigned for these events. Points towards Club Person of the Year are only awarded for attendance at the official 1st Sunday month Run (or Saturday where appropriate).

The Club Run is generally held on the 1st Sunday of each month with a “rain date” set for the following Sunday.

If for any reason there is a change to an advertised run, details can be found on a Events page on the Club website at www.qld.mustang.org.au

The Club Calendar lists designated events / activities and those with a MOCA sanction number are therefore recognised as sanctioned Club Runs.



CALENDAR OF EVENTS 2022

Please also see the event flyers and Facebook pages for details and Sanction numbers for events



MARCH

6th Club Run – Gold Coast Motor Museum
12th Night Cruise Sessions Willowbank Raceway
23rd MOCA Club Meeting

APRIL

10th Club Run – Memorial Run – TBA
27th MOCA Club Meeting

MAY

3rd Club Run – Old Petrie Town
3rd Queensland Auto Spectacular – Willowbank Car Show
25th MOCA Club Meeting

JUNE

4th Club Run – Stanthorpe Weekend away – see flyer
8th - 12th Cooly Rocks Festival - Coolongatta
Beachfest - Caloundra
25th-26th Two Days of Thunder – Shannon's Display at Willowbank
29th MOCA Club Meeting

JULY

3rd Club Run – Lakeside
17th All Ford Day
27th MOCA Club Meeting

AUGUST

5th – 7th Club Run -Trans Am Series (Shannons)
11th Peak Crossing
13th Gold Coast Car Show (Mudgeeraba)
31st MOCA Club Meeting

SEPTEMBER

4th Club Run – Weekend Bundy Run
11th All American Day – Rocklea
12th Swap Meet - Beaudesert
28th MOCA Club Meeting

OCTOBER

2nd Club Run – Navigation / Observation Run
6th- 9th V8 Supercars Bathurst
26th MOCA Club Meeting
28th-29th V8 Supercars – Gold Coast
29th Night Cruise Sessions Willowbank

NOVEMBER

6th Club Run – Summerland Camels
30th MOCA Club Meeting

DECEMBER - NO CLUB MEETING

4th Club Run – XMAS PARTY RUN / NIGHT EVENT

Shannon's Cars 'n Coffee

Saturday Feb 19th 7am > 11am

MOCA Old (Inc) Sanction Number: - MQS225S50266

SATURDAY
19th February 2022 | 7am-11am

LOCATED AT SHANNONS AUCTIONS • BRISBANE • MELBOURNE • SYDNEY
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Melbourne – 40 Corporate Drive, Heatherton, VIC
Sydney – 22 Lambs Rd, Artarmon, NSW

COFFEE & FOOD VAN ON SITE
Check out the Auction vehicles on display and catch up with our
Shannons team on the ground for all things Insurance,
Events & Auctions

March Club Run

Gold Coast Motor Museum



6th March 2022

Sanction No. MQS224D30466

Meeting Point - Extraction Artisan Coffee

7/3375 Pacific Hwy, Slacks Creek QLD - (behind Vinnies)

(Arrive early for coffee and breakie if you like!)

Departure Time - 10.00am

"Cruise and Lunch at the Museum"



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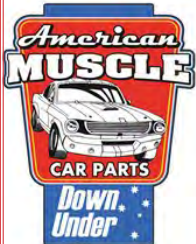
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Whats New in 2022?

The Mustang is back on Australian shores again for 2022 in both 2.3L 4 banger and 5.0L V8 Guises. 2022 however sees a new package revising the old California Special name.

In mid-February of 1968, the California Ford Dealers started to market a “new” Mustang, a factory built limited edition that they called the GT/CS or the California Special.

These included factory fog lights, hood pins, side scoops, new gas cap, rear spoiler, and the Thunderbird taillights, stripes, and decals with GT/CS. 4118 were produced and the options were developed by Shelby Automotive for Ford and the Cali dealers. The nomenclature has been used again over the years like Ford uses marketing packages from time to time but the original California Special is a rare and desirable collector car.





Enter 2022 where dealer options and factory specials assist manufacturers sell more cars and the re-introduction of this fabled name. Adding cosmetic changes to the current steed the appearance package includes a blackout grille, accent stripes and fender scoop. The special GT/CS badging, and some signature script lets us all know it is something a bit special!

Pricing 67-77K based on transmissions

*California
Special*



Stuart Brown



2022

STANTHORPE

2022



JUNE 3rd-5th

-- HOLD THE DATE --

Come and enjoy a weekend away

Friday - Get there and mingle - Dinner.

Saturday - Show and Shine - Stanthorpe Ford.

Saturday Afternoon; Winery Exploration.

Sunday - Breakfast and homeward bound.

Sanction No. MQS226U30667

**Details to Come:
See the Facebook
group for updates**



CRUISE THE NIGHT

COMING TO QLD RACEWAY IN 2022

MARCH 12

MQS22NC5026

MAY 7

MQS225M505Z

JULY 30

MQS227S507N

OCTOBER 29

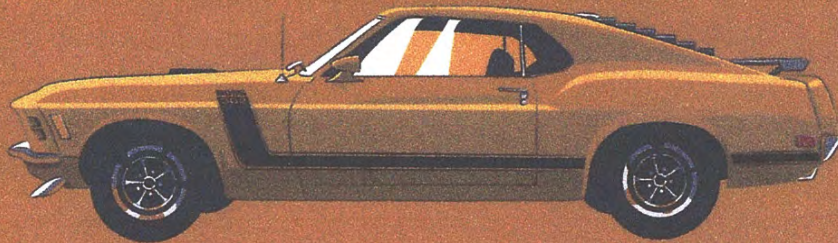
NOVEMBER 19

Cruise Sessions - Show n Shine - Food Trucks
Trade Stalls - Kid's Entertainment
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SPEED READ MUSTANG



THE HISTORY, DESIGN AND CULTURE BEHIND
FORD'S ORIGINAL PONY CAR

DONALD FARR

Thanks to Ed for supplying this article

THE LAUNCH

LEE IACocca

KEY PERSON

Ford product planning manager Don Frey was among the first at Ford to acknowledge the coming-of-age Baby Boomer generation as a future market opportunity. "I realized we were sitting on a powder keg," he said.

BY THE NUMBERS

79 million: Number of births in the United States between 1946 and 1964

FUN FACT

In 1962, Ford debuted a two-seater sports car concept to showcase futuristic ideas like mid-engine design, aerodynamic aluminum body, four-wheel independent suspension, and rack-and-pinion steering. Those components would eventually find their way into future Fords. So would the name—Mustang.

The son of Italian immigrants, Lee Iacocca went to work for Ford in 1946, starting with a sales job at a Pennsylvania assembly plant. But he had a much bigger career goal—he planned to reach company vice president by the age of 35.

Iacocca strategically worked his way up the ladder, moving into a sales manager position for the East Coast, then assistant district manager. His clever "\$56-a-month for a '56 Ford" marketing program led to a promotion and relocation to Dearborn to manage Ford's truck marketing, resulting in record truck sales and yet another promotion into car marketing. In November 1960, Henry Ford II promoted Iacocca to vice president and general manager of Ford Division. Iacocca was 36.

As the top manager of Ford, Iacocca had the horsepower to pursue a hunch, shared by others at Ford, that a new vehicle would appeal to the Baby Boomer generation as they came of age in the mid-1960s. And he knew very well that Chevrolet was selling more of its Corvair, originally an economy car, by offering a sportier Monza model with bucket seats, stick shift, and upgraded interior trim. There was nothing like it in the Ford lineup.

Iacocca realized that economy-based Falcons and boxy Fairlanes weren't the answer. He predicted that, as Baby Boomers matured and reached driving age during the 1960s, the huge youth market would crave sports-car styling and performance combined with the practicality of four seats and a usable trunk. Selling the concept to company President Henry Ford II, who was still reeling from 1958–60 Edsel failure, would be the challenge.

To convince the man whose name was on the building, Iacocca needed a team to help him gather conclusive data. And they had to do it without anyone finding out.

THE LAUNCH

FAIRLANE COMMITTEE

TOP QUOTE

"We got everyone off-campus. It was like doing a prototype and not telling anyone!"
—Lee Iacocca

FUN FACT

There's a common misconception that Lee Iacocca established the Fairlane Committee to create the Mustang. In truth, the purpose of the Fairlane Committee skunk-works was to identify a market for a new car, which eventually became the Mustang.

BY THE NUMBERS

14: Consecutive weeks of meetings by the Fairlane Committee before determining a market for new sporty compact car

To convince Henry Ford II that Ford needed a new car for the upcoming Baby Boomer generation, Lee Iacocca pulled together a hand-selected think tank of Ford managers representing engineering, styling, product planning, market research, racing, public relations, and advertising. Iacocca would lead the group, which would initially meet twice a month in an attempt to identify a market that could lead to a concept for a new vehicle. To avoid alerting Henry Ford II, the first meetings were held in a private conference room at the Fairlane Inn, a hotel on Michigan Avenue in Dearborn. The clandestine group became known as the "Fairlane Committee."

Ford car marketing manager Chase Morsey was assigned to market research. His digging confirmed that the oldest Baby Boomers would reach car-buying age in the mid-1960s, a time when more than half of projected new-car sales would be purchased by buyers between the ages of 18 and 34. Morsey's surveys also determined that this youthful segment was not intrigued by the traditional styling favored by their parents. They wanted bucket seats, four-on-the-floor shifting, and styling that represented a certain image. Additionally, a booming economy meant that families could add a second car for the wife or teen driver.

Time was of the essence. Noted Iacocca, "We'd hit on such a good thing that we had to get moving before somebody else could come along and beat us to it!"

By late 1961, the Fairlane Committee had determined that there was indeed a market for a new Ford car. They established a list of goals: four-passenger with a sizable trunk, 2,500-pound weight limit, retail price under \$2,500, long hood and short rear deck styling, one basic car with many available options, and a target introduction date of April 1964 at the New York World's Fair.



MUSTANG 13

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