



Mustang Genesis

The Creation of the Pony Car

Robert A. Fria

Foreword by Lee Iacocca

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This is the story of how a clandestine group of Ford marketers, designers, stylists and executives created one of the most successful car designs of the twentieth century, the Ford Mustang. It describes how Lee Iacocca and the Fairlane Committee conceptualized and created the new breed of four-seat, sporty “pony” cars, which satisfied pent-up demand and filled a void in the market (more than one million Mustangs were build during the first two years of production).

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